

VTU Previous year Question papersMODULE-01

- 1) Define international marketing. (June/July 09)
- 2) Explain the different stages of international marketing involvement.(Dec/Jan11, June/July13)
- 3) Define uncontrollable environmental factors of international marketing (June/July10)
- 4) Explain the concept of EPRG schema(June/July 09)
- 5) Explain the recent global business trends in international business marketing. (June/July10)
- 6) Explain the importance of international marketing(June/July 09)
- 7) Which are the drivers of international expansion? (Dec/Jan11)
- 8) Explain the process of transition from domestic to international business. (June/July10)
- 9) What is balance of payment? Explain the different concepts constitute the balance of payments. (June/July 12, June/July13)
- 10) What are the different levels of international marketing? (Dec/Jan11)
- 11) Explain the hierarchy of international marketing of a company. (June/July 09)
- 12) List the different kinds of tariff barriers and its impact? (Dec/Jan11)
- 13) List the different kinds of non-tariff barriers and its impact? (June/July 09)
- 14) Distinguish between international marketing Vs domestic marketing. (Dec/Jan11)
- 15) Explain the different kinds of monetary barriers. (June/July 12)
- 16) What is protectionism? Explain the tools of protectionism. (June/July10)

Module-02

1. What is product standardization? (Dec/Jan11)
2. What is Product adaptation ? (June/July 09, June/July13)
3. what is Global Marketing? (June/July 09)
4. What are the different alternative market entry strategies? (June/July10, June/July13)
5. What is Green Marketing? (June/July 09, 12, June/July13)
6. What are characteristics of marketing of service globally? (Dec/Jan11)

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Ensheng Dong



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