



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

### INTERNATIONAL MARKETING

CIT 3210/3229

Maximum Marks: 60

Time : 2 hours

---

Answer any **FOUR** questions

**4 X 15 = 60**

1. Explain the Scope and significance of International Marketing.
2. Discuss the need for international trades.
3. Describe the international market environment.
4. Elucidate the international marketing channel and factors effecting choice of channels.
5. State the different types of pricing in international markets.
6. Elaborate the export procedure.