



**PARVATHANENI BRAHMAYYA  
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

*Autonomous*

Siddhartha Nagar, Vijayawada-520010

*Re-accredited at 'A+' by the NAAC*

**22 BA 402: International Marketing**

Subject Code :	<b>22 BA 402</b>	I A Marks	30
No. of Lecture Hours / Week	05	End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100
Practical Component	01 Hour/Week	Exam Hours	03
Course Focus	Employability	Entrepreneurship	Skill Development

<b>Course Outcomes</b>	
By the end of the course, students will be able to	
CO1	enable the Students to understand the increasing importance of global awareness.
CO2	analyze various international environmental risks and constraints of global business.
CO3	equip the students with the knowledge of Marketing products and services across cultures.
CO4	make the students familiar with international product promotion and distribution.
CO5	create awareness among the students to develop self-employment by understanding export procedures and documentation.

<b>Contribution of Course Outcomes towards achievement of Program Outcomes &amp; Strength of correlations (H-High, M-Medium, L-Low, 0-Nil)</b>								
22BA401		PO1	PO2	PO3	PO4	PO5	PO6	PO7
	CO1	3						
	CO2		3					
	CO3				3		2	
	CO4			2				
	CO5						3	

Units	Syllabus	No of Hours
<b>UNIT-1</b>	<b>Introduction to International Marketing</b> – Nature, Scope, and Importance of International Marketing – Different Entry Modes and Market Entry Strategies – Joint Ventures – Strategic Alliances – Direct Investment – Manufacturing and Franchising – International Marketing vs. Domestic Marketing.	<b>15</b>
<b>UNIT-2</b>	<b>Constraints on international marketing</b> – Tariff and Non-Tariff barriers – Trading partners – Bilateral trading agreements –	<b>15</b>

	Commodity agreements, and GSP – Challenge of international marketing – The dynamic environment of international marketing.	
<b>UNIT-3</b>	<b>International Marketing Mix</b> – Product – Product standardization and Adoption – Brands, Trademarks, international product life cycle – Pricing for international markets – Factors, International Pricing Strategies, Dumping, and Counter Trade.	<b>15</b>
<b>UNIT-4</b>	<b>International promotion</b> – Integrated Marketing Communication – International Promotion mix tools – International – Distribution – Overseas marketing channels – Multinational retailers and Wholesalers – Global Logistics.	<b>15</b>
<b>UNIT-5</b>	<b>India and world trade:</b> Import and Export policies –Exports Institutional infrastructure for export promotion – Export promotion councils – Public sector trading agencies – Export Procedure and documents.	<b>15</b>
<b>Case Study (Not Exceeding 300 words)</b>		
<b>Practical Component:</b>		
<ul style="list-style-type: none"> <li>• The students have to study various marketing procedures for entering into international markets to promote products or services.</li> <li>• A group of students has to collect commodity agreements and bilateral agreements about international trade.</li> <li>• All the students are divided into groups. Each group of students has to develop marketing mix components for various international brands.</li> <li>• All the students are divided into groups. Each group of students has to develop export and import documentation procedures for various products or services to market them in various international markets.</li> </ul>		
<b>Learning Resources</b>		
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. B. Bhattacharyya, R. L. Varshney International Marketing Management: An Indian Perspective 24th Edition, (2014), Sultan Chand And Sons Publishers, New Delhi.</li> <li>2. Francis Cherunilam, International Marketing- Text and Cases (15th Edition), (2017) Himalaya Publishing House, Mumbai.</li> <li>3. .Philip R. Cateora, John Graham, International Marketing, (12th Ed) (2005) Tata McGraw Hill, New Delhi.</li> <li>4. S.A.Sherlekar, VirendraSharadSherlekar, 2<sup>nd</sup> Ed.(2010) Global Marketing Management, Himalaya Publishing House, ,Mumbai</li> <li>5. P.K.Vasudeva, International Marketing, 4th Edition (2010) Excel Books, New Delhi.</li> <li>6. Warren J. Keagan, Mark Green, Global Marketing (3/e), 3rd Edition(2002) Prentice Hall</li> </ol>		



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**MODEL QUESTION PAPER  
M.B.A. (REGULAR) DEGREE EXAMINATION  
FOURTH SEMESTER  
22 BA 402 - International Marketing**

**Duration: 3hours**

**Max. Marks: 70**

Note:

1. This question paper contains three Sections- Section-A, Section-B and Section-C.
2. Section-A contains 5 short answer questions with an internal choice. Answer any **ALL** questions. Each question carries 4 Marks.
3. Section-B contains 5 Essay questions with an internal choice from each unit. Each question carries 8 Marks.
4. Section-C contains one Case Study for 10 Marks. (Compulsory)
5. All Sections of the Question paper must be answered in one place.

**Section-A**

**5 x 4= 20 Marks**

		<b>Bloom's Level</b>	<b>CO</b>	<b>Max Marks</b>
<b>1</b>	a) Joint Ventures	L1	CO 1	4M
	(OR)			
<b>2</b>	b) International Marketing vs. Domestic Marketing	L1	CO 1	4M
	(OR)			
<b>3</b>	a) Commodity agreements	L1	CO 2	4M
	(OR)			
<b>4</b>	b) GSP	L1	CO 2	4M
	(OR)			
<b>5</b>	a) Counter Trade	L1	CO 3	4M
	(OR)			
<b>6</b>	b) Product standardization Vs. Adoption	L1	CO 3	4M
	(OR)			
<b>7</b>	a) International Promotion mix	L1	CO 4	4M
	(OR)			
<b>8</b>	b) Global Logistics	L1	CO 4	4M
	(OR)			
<b>9</b>	a) Import and Export policies	L1	CO 5	4M
	(OR)			
<b>10</b>	b) Public Sector	L1	CO 5	4M

**Section-B**

**5 X 8=40 Marks**

			<b>Bloom's level</b>	<b>CO</b>	<b>Max. Marks</b>
<b>UNIT-I</b>					
<b>6</b>	(a)	Define International Marketing. Explain the Scope and Importance of International Marketing.	L2	CO1	8 M
	(OR)				
	(b)	Examine different Entry Modes and International Market Entry Strategies.	L2	CO1	8 M
<b>UNIT-II</b>					
<b>7</b>	(a)	<b>Discuss the Tariff and Non-Tariff barriers of international trade.</b>	L6	CO2	8 M
	(OR)				
	(b)	Analyse the dynamic environment of international marketing	L6	CO2	8 M
<b>UNIT-III</b>					
<b>8</b>	(a)	Define Product Life Cycle. Discuss the stages in international PLC.	L3	CO3	8 M
	(OR)				
	(b)	Define Pricing. Explain the influencing Factor for international Pricing	L3	CO3	8 M
<b>UNIT-IV</b>					
<b>9</b>	(a)	Outline the Integrated Marketing Communication and its tools.	L2	CO4	8 M
	(b)	Discuss the Overseas marketing channels	L2	CO4	8 M
<b>UNIT-V</b>					
<b>10</b>	(a)	Explain the Exports Institutional infrastructure support for export promotion.	L2	CO5	8 M
	(OR)				
	(b)	Identify the Export Procedure and documentation.	L2	CO5	8 M

**SECTION-C**

**1X10=10 Marks**

			<b>Blooms level</b>	<b>CO</b>	<b>Max Marks</b>
<b>CASE STUDY</b>					
<b>11</b>		The 'Incredible India' campaign, launched in 2002, was a major initiative by the Government of India, to	L6	CO4	10 M

	<p>promote India as a tourist destination. The 'Incredible India' campaign was an integrated marketing communication effort to support the Indian tourism industry's efforts to attract foreign tourists to the country. The fact that India was able to earn around half of what China could, in spite of attracting only a fraction of the number of tourists that its neighbour managed to lure, indicated that the campaign had been successful in achieving its objective. The campaign projected India as an attractive tourist destination by showcasing different aspects of Indian culture and history like yoga, spirituality, etc. The campaign was conducted globally and received appreciation from tourism industry observers and travellers alike. However, the campaign also came in for criticism from some quarters. Some observers felt that it had failed to cover several aspects of India which would have been attractive to the average tourist.</p>			
	<p><b>Questions:</b></p>			
<p>1.</p> <p>2.</p> <p>3.</p>	<p>Analyse an understanding of integrated marketing communication campaigns and their components.</p> <p>Examine the factors that contribute to the success of a communication campaign.</p> <p>Identify the unique challenges in conducting a worldwide campaign to promote a country as a tourist destination?</p>			

