



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Eighth Semester – Spring 2022

Roll No.

Paper: International Marketing (Marketing Specialization)

Course Code: COMM-415

Time: 3 Hrs. Marks: 60

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Write short answers to the following questions. (15x2=30)

- i. What is Co-branding give few examples?
- ii. What is the issue of **gray market goods**?
- iii. What is the importance of visual aesthetics?
- iv. What advantages of foreign direct investment?
- v. What are disadvantages of franchising?
- vi. What is the purpose of a 'political culture'?
- vii. Define "high-context" culture with examples of countries?
- viii. What are benefits of trade surplus on an economy?
- ix. Define "attitude," "belief," and "value."
- x. What are demerits of 'Market Capitalism'?
- xi. What are advantages of using broadband?
- xii. What is the difference between the 'spot' market and the 'forward' market?
- xiii. What is the difference between export selling and export marketing?
- xiv. What are remedies for dumping in a country?
- xv. What is difference between 'Quota' and 'Embargo'?

Q.2. Write detailed answers to the following questions. (3x10=30)

- i. Identify the basic segmentation strategies. Give an example of a company that has used each one.?
- ii. What are the tangible or intangible elements of a brand?
- iii. What are different types of pricing strategies available to global marketers?