

NOVEMBER/DECEMBER 2018

MCM13 — GLOBAL MARKETING

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) What are the elements of economic environment?

Or

- (b) Explain the essential features of global marketing.

2. (a) Narrate the functions of Indian institute of foreign trade.

Or

- (b) What is the meaning of commodity boards? Explain its functions.

3. (a) What are steps to be taken in new product development?

Or

- (b) Discuss the advantages of direct exporting.

4. (a) What are strategies of logistics in global marketing?

Or

- (b) What are the natures of global advertising?

5. (a) What do you mean by post shipment of finance? Explain its features.

Or

- (b) What is forfeiting? Explain the benefits in international trade.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

6. Why is international marketing needed? Discuss the advantages and disadvantages of international markets.

7. Explain the objectives and functions of ECGC.

8. Discuss the problems in fixing international prices.

9. Illustrate the steps to be taken for a successful trade-fair.

10. Critically analyse the factors which determine payment terms.