

NOVEMBER/DECEMBER 2019

MCM13 — GLOBAL MARKETING

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Explain the significance of global marketing.
Or
(b) How can various Technological and Environmental factors pose a challenge for an international marketer?
2. (a) Explain the role of GATT in regulating world trade.
Or
(b) In what way ECGC helps the Exporters? Explain.
3. (a) What are the factors to be considered while pricing your product?
Or
(b) What is meant by Product Positioning? How Product positioning is done?

4. (a) Explain different sales promotion tools in International Marketing.
Or
(b) Explain the advantages of Direct marketing.
5. (a) Explain need of the following documents.
Or
(b) Write the significance of Letter of credit in foreign trade.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

6. Explain the different international marketing approaches.
7. Discuss the scope of International marketing research.
8. Explain the concept of product mix and its dimensions with suitable product mix of an MNC.
9. As a marketing manager. How would you plan the design the distribution channel?
10. Explain the procedure followed in Pre-shipment stage and Post-shipment stage in international marketing.

2258

2

2258

