

APRIL/MAY 2019

**MCM13 — GLOBAL MARKETING**

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) What are the techniques available for undertaking cultural analysis?

Or

- (b) Discuss the social and legal environment in international marketing.

2. (a) Examine the role played by EXIM BANK in international marketing.

Or

- (b) Elucidate the various pricing strategies of international marketing.

3. (a) Explain Global product life cycle theory.

Or

- (b) What factors would you consider for pricing your products before entering international market?

4. (a) What are the different modes International distribution channels? Write its advantages and disadvantages.

Or

- (b) What are the various tools used for global marketing promotion?

5. (a) Explain the post shipment procedure for exporting goods from India.

Or

- (b) Discuss the different methods of payment used in international trade.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

6. "Operating in International Market is much more complex than Marketing Domestically". Critically evaluate and write your views.
7. Briefly discuss various barriers to international marketing of services. Examine how they can be overcome with the implementation of GATTs.
8. Why should a globalizing firm segment its markets? Highlight on the essential characteristics of a good market segment.

9. Discuss the importance of branding and sales promotion in international marketing.

10. Write a note on letter of credit and explain the various problems of India's export sector.