

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

December, 2013

MCNE-060 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. (a) Define Global Marketing vis-a-vis Domestic Marketing. What can be the various reason for going overseas/global ? Discuss them in brief. 10
- (b) What can be the framework of global marketing ? Draw a flow diagram of the same. 10
2. What are the factors of global economic environment ? Discuss them in brief. What are the implication of these factors on Global Marketing Decisions ? 20
3. (a) What are the characteristics of global customers ? Are they different from domestic customers ? In what respects ? Discuss. 10

- (b) What is EPRG framework in Global Marketing ? What are its uses ? 10
4. What can be the various co-operative strategies and strategic partnership in Global Marketing ? Discuss their importance in the field of Global Marketing. 20
5. What are Price and Non-price factors involved in Global Pricing ? What are different pricing methods used in Global pricing ? Discuss these methods and bring out which method is more practical in setting prices in the Global Markets. 20
6. What are the different ways of Global promotion ? What is the importance of Trade fairs/Exhibitions in Global promotion ? Discuss the procedure of participation in Overseas Trade Fairs. 20
7. Write notes on : 10+10=20
 (a) How to do Global Marketing Management Audit ?
 (b) Future of Global Marketing .
8. What are the physical distribution decision involved in Global Marketing ? What is containerization of cargo ? Write a note on advantages of containerization of Cargo in Global Marketing a part of physical distribution decision. 20