

00663

**MASTERS OF BUSINESS ADMINISTRATION  
(FULL TIME PROGRAMME)  
(MBACN)**

**Term-End Examination**

**December, 2012**

**MCNE-004 : GLOBAL MARKETING STRATEGIES**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** *Answer any five questions. All questions carry equal marks.*

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1. Briefly explain various steps in international marketing management process. 20
  2. Explain different strategies to stretch international product life cycle with suitable examples. 20
  3. Explain the key decisions in international market communication. 20
  4. (a) Describe the international marketing research process. 10,10  
(b) What are the guidelines to be kept in mind while preparing marketing research report ?

5. (a) Discuss various pricing methods and practices in international marketing. 10,10  
(b) What are the factors that determine the pricing decisions in international marketing ?
6. Explain the factors influencing selection of overseas distribution channel. 20
7. Distinguish between the following : 10,10  
(a) Exporting and international marketing  
(b) International market targeting and domestic market targeting.
8. Write short notes on *any two* of the following : 10,10  
(a) Export agency agreement  
(b) International advertising  
(c) Modes of international market entry decision  
(d) International market segmentation
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