

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

Term-End Examination

June, 2013

MCNE-020 : GLOBAL MARKETING STRATEGIES

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. (a) What are controllable and Uncontrollable elements of International Marketing ? Explain these elements and the influence they have on Marketing Internationally ? 10
(b) Discuss EPRG framework of International Marketing. 10
2. (a) Explain the process of International Marketing through a flow-chart. 10
(b) What are the Unique Challenges faced by International Marketer in Overseas Markets ? Give examples. 10
3. What are the various political Risks faced by International Marketers ? How do they overcome these Political Risks ? Explain with suitable examples. 20

4. What are business Customs in global Marketing ? 20
Do these Customs vary from Country to Country ? Give examples to illustrate differences.
5. What role marketing research plays in assessing 20
global Market Opportunities ? How such Marketing Research can be carried out and what are the unique challenges faced in such a research ?
6. Write notes on :
(a) Activities Performed in Trade for 10
Participation abroad.
(b) SAFTA V/s ASEAN and NAFTA 10
V/s MERCOSUR.
7. Write a detailed note on the International 20
Marketing Channels used for distribution of Products. Do these channels vary with respect to the product or also with respect to the Country ? Give suitable examples to illustrate your answer.
8. What role personal selling plays in International 20
Marketing ? What are the other methods used to promote your products and Organisation Overseas ? Discuss the role of those methods in overseas Promotion with examples.
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