

MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)

Term-End Examination

June, 2013

MCNE-035 : GLOBAL MARKETING

00134

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. What are Controllable and Uncontrollable variables in the field of Global Marketing ? What are the similarities and dissimilarities between Domestic Marketing and Global Marketing ? Use suitable examples in support of your answer. 20
2. What is the Importance of Culture in Global Marketing ? What are the factors of Culture of importance to Global Marketer ? How to collect information on these factors using Desk Survey v/s Field Survey ? 20
3. What are the factors of Legal and Regulatory Environment of Global Marketing ? Discuss the importance of these factors in the context of Global Marketing. 20

4. What can be the various expansion strategies in Global Marketing ? Discuss them in brief with examples. 20
5. Write a detailed note on Global e-marketing. What are the distinct features of e-marketing ? Which makes its usage on an increasing manner in today's scenario ? Discuss with examples. 20
6. What are various product decisions involved in Global Marketing ? What is the importance of Product mix and Packaging decisions in the Global Marketing Field ? Discuss each one of them with examples. 20
7. Write a detailed note on Global Advertising. What are the decisions to be taken at the time of Advertising in the International context ? Discuss each of these decision areas in the field of Advertising in brief. 20
8. Write notes on :
- (a) Important Pricing Methods used in Global Marketing 10
  - (b) Role of Agents in Global Marketing Channels. 10
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