

00278

**POST GRADUATE DIPLOMA IN GLOBAL
BUSINESS LEADERSHIP
(PGDGBL)**

Term-End Examination

December, 2011

MGBE-019 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

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

1. (a) Explain the impact of legal environment on International marketing. 10
- (b) Describe ways of collecting marketing intelligence. 10
2. What are the measures taken by WTO for promoting International trade in services ? 20
3. 'Distribution channels and logistics management are the critical managerial areas in International marketing'. Substantiate with suitable examples. 20
4. (a) Globalization of marketing communications. 10
- (b) Regulations affecting pricing in international marketing. 10

5. How can customer value and satisfaction be measured in B2B markets ? Explain. 20
6. What are the critical issues of STP in business marketing ? 20
7. (a) Key success factors in International marketing. 10
(b) Brand positioning challenges in International marketing. 10
8. Write short notes on the following : 10x2=20
(a) Explain the stages in B2B buying process.
(b) How do you develop marketing mix for International marketing ?
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