

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

00058

**Term-End Examination
December, 2013**

MCNE-004 : GLOBAL MARKETING STRATEGIES

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

All questions carry equal marks.

1. How is international strategic planning carried out at different levels of the organisation ? 20
2. What should an international marketing plan include ? Discuss. 20
3. Explain marketing measurement pathway with example. 20
4. On what factors companies decide to enter a particular market ? Explain with examples. 20
5. Explain : 10+10=20
 - (a) Indirect and Direct Export.
 - (b) Licensing Vs Joint Venture.

6. Explain how do you develop pricing strategies and program in global marketing ? 20
7. Explain in terms of global markets : 20
- (a) Importance of Channels.
 - (b) Channel Development.
 - (c) Hybrid Channels.
8. What factors impact global channel management decision ? 20
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