

00668

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

Term-End Examination

December, 2013

MCNE-020 : GLOBAL MARKETING STRATEGIES

Time : 3 hours

Maximum Marks : 100

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

1. In the context of global market strategy, a decision needs to be made regarding the appropriate targeting strategy. Discuss three basic categories of target marketing strategies with examples to support your view. **20**

2. Identify and briefly describe some of the forces that have resulted in increasing global integration and therefore, the growing importance of global marketing. **20**

3. Are the three basic criteria for assessing opportunity in global target markets, same as in single-country targeting ? Discuss the three basic criteria with relevant examples to support your view. **20**

4. Edward T Hall has suggested the concept of high and low context as a way of understanding different cultural orientations. What is the difference between two contexts ? Give an example of a country in each case and explain why a particular country has low or high context culture ? 20
5. Global Marketers must deal with a number of environmental consideration when making pricing decisions. Discuss each one of the environmental consideration in detail. 20
6. What are the various reasons for which a firm planning to go global conducts international marketing research ? 20
7. Explain what kind of political risks an international marketing firm faces in international political environment ? How can an international firm safeguard its interest ? 20
8. Write short notes on the following :
- (a) Expropriation 10
 - (b) Domestication 10
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