

00410

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

December, 2013

MCNE-035 : GLOBAL MARKETING

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. (a) What are the unique challenges involved in global marketing, which makes tasks of global marketing manager different from domestic marketing manager ? Give examples. 10
- (b) What are the different ways of entering global markets ? Discuss them in brief. 10
2. (a) What is the relevance of political environment in Global Marketing ? 10
- (b) What types of political risks are involved and how to cover these risks in global marketing ? 10
3. (a) What is the importance of Global Marketing Information System ? How it helps in getting information from overseas markets ? 10
- (b) What are the steps involved in carrying out Marketing Research Process ? 10

4. What are the Marketing Channel alternatives available to a firm manufacturing Handloom products to enter Middle east Countries ? Discuss the factors which help in selection of a Marketing Channel described as 12C Framework. **20**
5. Discuss the role of Trade Fairs in Global Promotion. What are the activities involved in Trade Fair Participation ? Discuss in brief. **20**
6. What steps are involved in managing the Global Marketing Program ? Discuss these steps in detail with suitable examples. **20**
7. Briefly explain the following in the light of global marketing environment : **10+10=20**
- (a) Framework of Competitive Analysis.
 - (b) Various expansion strategies used in Global Marketing.
8. Write notes on : **10+10=20**
- (a) Emerging Issues in Global Marketing.
 - (b) Global Strategic Partnerships and their Relevance.
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