

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

00283

**Term-End Examination**

**June, 2013**

**MCNE-004 : GLOBAL MARKETING STRATEGIES**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Define and explain the features of International Marketing. What are the advantages of international marketing ? 20
2. Write an explanatory note on Trading Blocs and growing intra regional trade. 20
3. Distinguish between the following : 10, 10
  - (a) International marketing research and domestic marketing research
  - (b) Cost plus pricing and marginal cost pricing
4. Write a note on the following : 10, 10
  - (a) Cultural dynamics in assessing global markets
  - (b) Business customs in global marketing

5. Explain the criteria for export packing. Describe the role of Indian institute of packaging. 20
6. Describe foreign intermediaries. Explain their role and significance in global marketing. 20
7. Explain the factors determining price in international markets. Also, explain Break-even Pricing. 20
8. Write short notes on *any two* of the following : 10, 10
- (a) INCOTERMS
  - (b) IMC and international advertising
  - (c) Global marketing management
  - (d) Dynamic environment of international trade.
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