

00374

**MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)**

**Term-End Examination**

**June, 2013**

**MCNE-060 : INTERNATIONAL MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : (i) Attempt any five questions.  
(ii) All questions carry equal marks.*

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1. (a) Discuss the nature and scope of Global Marketing. How is it different from domestic marketing ? Give examples. 10
- (b) What are the challenges of Global Marketing Manager different from Domestic Marketer ? Discuss with examples. 10
  
2. Write a detailed note on the importance of Cultural Environment in Global Marketing. What are the Cultural Frameworks proposed by different scholars in the field of Global Marketing ? Discuss them briefly with examples. 20

3. (a) What are the Segmentation Variables used to Segment International Marketers ? Briefly discuss them. 10
- (b) What are the ways of Positioning in International Global Markets ? Discuss with suitable examples. 10
4. What is Product Adaptation V/s Product Standardisation in Product Decision as a part of Global Marketing ? Discuss the concepts with suitable examples. 20
5. What are the different frameworks used to do Competitive Analysis ? What is the output of doing the Competitive Analysis in terms of Reformulating Strategy of Marketing in Global Arena ? Give examples. 20
6. What are the different ways of entering Foreign Markets ? What are the advantages and disadvantages of each mode of entry ? Discuss in brief. 20
7. Write note on :
- (a) Global e - Marketing Framework 10
- (b) Steps of Global Marketing Research 10

8. Discuss 12C concept of Global Marketing Channels. What are the factors kept in mind at the time of selecting Global Marketing Channels? Discuss these factors in the light of whether channels of distribution varies with respect to product and country. Give suitable examples. 20
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