

**POST GRADUATE DIPLOMA IN GLOBAL  
BUSINESS LEADERSHIP (PGDGBL)**

**Term-End Examination**

**June, 2011**

**MGBE-019 : INTERNATIONAL MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. (a) Discuss the recent changes in international marketing environment. 10
- (b) What are the differences between a global company and a multinational company. 10
2. Explain the impact of cross cultural factors in International marketing. 20
3. How do you analyse International marketing opportunities and select target markets ? 20
4. Explain market entry strategies and their suitability to different products with examples. 20

5. What is the impact of WTO on International business ? 20
6. How do you differentiate International marketing strategies with domestic marketing strategies ? 20
7. What are the distinctive features of B2B marketing when internationalized ? 20
8. Write short notes on the following : 10x2=20
- (a) International branding
  - (b) Transfer pricing
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