

THREE YEAR BBAS., (CBCS) DEGREE EXAMINATION, APRIL 2018

SIXTH SEMESTER

**Elective — Marketing**

**GLOBAL MARKETING**

*Time : 3 Hours*

*Max. Marks : 75*

**PART – I**

Answer any FIVE of the following questions.

(Marks : 5 × 5 marks = 25 marks)

1. International vs. Global Marketing.
2. Scope of global marketing.
3. Exporting.
4. Subsidiaries.
5. Product adoption.
6. Global product strategies.
7. Export pricing.
8. Terms or international pricing.
9. Foreign agents.
10. Motivation.

**PART – II**

Answer any FIVE questions each question carries equal marks.

(Marks : 5 × 10 marks = 50 marks)

11. What is globalisation? Explain the scope and trend towards globalisation.
12. Explain the political and social factors affecting global marketing.
13. Explain the different modes of entering into global market.
14. Explain the parameters that you sue to decide on to enter into the foreign market of your choice.
15. Explain the different stage of product life cycle in the international markets.
16. How do markets or promote their products in the global markets.

17. What are the important factors that are considered in fixing the export prices.
  18. Explain the types of market situations which give different pricing opportunities.
  19. Explain the factors affecting channel decision in foreign countries.
  20. How do marketers identify and motivate agents in the foreign markets? Explain.
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