

C 5404-D

B.B.A. (Three Year) DEGREE EXAMINATION, OCTOBER/NOVEMBER 2017.

End Semester Examination

Fifth Semester

(Regular/Supplementary)

GLOBAL MARKETING

Time : 3 Hours

Max. Marks : 70

PART — A

Answer any FIVE of the following. **(5 × 4 = 20 Marks)**

1. Tariff and non-tariff barriers.
2. Subsidiaries.
3. Product adaptation.
4. Meaning of pricing.
5. Control of foreign agents.
6. Franchising.
7. Licensing.
8. Social factors affecting global marketing.

PART — B

Answer ALL of the following questions. **(5 × 10 = 50 Marks)**

UNIT – I

9. (a) State the meaning and scope of global marketing.
Or
(b) What are the major challenges to an Indian marketer going into an global market?

UNIT – II

10. (a) Why is it important to find the right entry strategy in global marketing?
Or
(b) What is the scope and contribution of joint venture? Also state their rationale in global marketing.

Turn Over

UNIT – III

11. (a) What do you mean by international product life policy? Also state its significance and elements.

Or

- (b) Write an elaborate note on promotion of global products.

UNIT – IV

12. (a) Why is pricing for global marketing more flexible than for a base market in the home country?

Or

- (b) What is Export pricing? In what way it is different from domestic pricing?

UNIT – V

13. (a) Discuss the distribution strategy for high tech products and IT services.

Or

- (b) List out factors affecting channel decision in global marketing.
