



Date: 01-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL the questions

(10 x 2= 20 Marks)

1. What do you mean by polycentric orientation?
2. Define “Transnational Company”.
3. Expand the term “NAFTA” with suitable example.
4. Write a note on “Balance of payment”.
5. Briefly explain the Slogan *Maru-c*
6. What is piggyback marketing?
7. What do you understand by variety-based positioning?
8. Define “Global Advertising”.
9. What is indirect involvement channel strategy?
10. Define the term “Transfer Pricing”.

SECTION – B

Answer any FOUR questions

(4 x 10= 40 Marks)

11. Elucidate the three great principles of marketing
12. Analyze the Michael E. Porter's forces influencing competition in an industry
13. Discuss the different stages of development of global country markets.
14. Enumerate the various environmental influences on pricing decisions.
15. Briefly discuss the four successful approaches utilized by Japanese competitors for competitive innovation and strategic intent.
16. What is market segmentation? Explain the bases of market segmentation.
17. Briefly discuss the consumer products distribution channel structure.

SECTION – C

Answer any TWO questions

(2 x 20= 40 Marks)

18. Discuss the various driving and restraining forces that affect global integration and global marketing.
19. Elaborate the various criteria for targeting and identify an appropriate target marketing strategies developed by global marketers.
20. Elucidate the various global product planning strategic alternatives available for geographic expansion.
21. Discuss the various promotional strategies available to global marketers.

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