

## P09/MM2209/EE/20160528

Time : 3 Hours

Marks : 80

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### Instructions :

1. All Questions are Compulsory.
  2. Each Sub-question carry 5 marks.
  3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
  4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.

- a) What are the objectives of Global Marketing? Discuss. 5
- b) State and explain the key aspects of International Marketing. 5
- c) What are the three basic-components of strategic marketing? 5
- d) What are the objectives of the IMF? Explain. 5
- e) Explain Micro-Economic Environment. 5

2. Solve any **four** sub-questions.

- a) Write note on Cultural-Influence on Marketing Mix. 5
- b) What is the purpose of a Political Risk Assessment? (PRA) 5
- c) Describe the stages identified in the life Product Life Cycle (PLC). 5
- d) State the Brand Strategies adopted by multinational companies in competitive market. 5
- e) Which are advantages value pricing? Explain. 5

3. Solve any **four** sub-questions.
- a) Enlist the various types of Indirect Distributors in overseas market. 5
  - b) Discuss International channel management. 5
  - c) What are the environmental factors that affect advertising? 5
  - d) Explain the Five basic dimensions for developing a media plan. 5
  - e) Explain the process of measuring sales performance by Foreign Firms. 5
4. Solve any **four** sub-questions.
- a) What are the essentials of an export documentation? Explain. 5
  - b) What are the two modes of entry options for foreign firms? Explain. 5
  - c) Discuss various commonly used sampling techniques. 5
  - d) Discuss under what forms of investments is F.D.I permitted. 5
  - e) Mention the benefits of a successful Joint Venture. 5

