6. Differentiate the local product from global and international product.

5. What is National Income?

4. Illustrate it.

3. Explain the complexities related to marketing.

2. Explain the strategies related to Global Marketing.

1. Distinguish International Marketing from Domestic Marketing.

Questions:

PART A — (6 x 6 = 36 marks)

Maximum: 100 marks

Time: Three hours

1. QUESTIONS CARRY EQUAL MARKS.

Answer any FIVE questions.

GLOBAL MARKETING MANAGEMENT

INTERNATIONAL BUSINESS

THIRD SEMESTER

DECEMBER 2014/JANUARY 2015

M.B.A. DEGREE EXAMINATION

MBIB 2004

In the recruitment policy,

Discuss this point in the light of the change

Would the concept of autonomy help in the

Committee?

How do you compare the styles of the two

Can you please provide the continuation of the text beyond the page boundaries?
7. Examine the features which influence the pricing decisions.

8. Explain the process of supply chain management in logistics.

PART B — (5 x 10 = 50 marks)
Answer any FIVE questions.
All questions carry equal marks.

9. Discuss in detail about the nature and significance of global marketing.

10. Describe the basic strategies which are related to market segmentation.

11. In what way the power and politics influence a business? Explain it.

12. Describe the steps involved in the process of global retailing.

13. Examine the impact of packaging and designing in sale promotion.

14. Do Brand Image plays a vital role in marketing? Discuss.

15. Discuss the different types of advertising with illustration.

16. Elucidate the need for proper channel selection in marketing.

PART C — (20 marks)
(Compulsory)

17. Case study:
Chora Global Ltd. suffered a severe set back when the chairman of the company Mr. Chopra retired from the company and Mr. Satish Chopra, 27 years old son was newly appointed as chairman. The first six months were of an emotional turmoil for the young Chopra. It wasn’t the stock markets alone that were skeptical about him many others were prone to compare his with the towering reputation of his late father. The organization itself was in mourning. At meetings, veteran executives would frequently break down any cry at the mention of senior Chopra’s name. For the still wet behind the ears - chairman. It was a traumatic rite of passage. Of course, the presence of senior executives, Chopra’s loyal lieutenants, some what caused this passage.

Still the mid nineties was an altogether different context. The skills that were required to succeed in the nineties were very different from those of the eighties because the context had changed. Fixing that was Satish Chopra’s biggest challenge. His aim was straight forward and logical. He wanted the company he had inherited to be instep with time. He began the contemporisation of the group by including fresh talent at lateral and mid levels and simultaneously introduced a retirement age to 60. It wasn’t a coincidence that one of the senior level recruits was a human resources