While marketers in different countries and regions were enjoying moderate success with independent campaigns, their isolated marketing activities were spawning sites of customer data and preventing seiners PLM software from effectively building a consistent world-wide brand.

Questions:
(a) What are the management issues in this case?
(b) What were the key factors that should be considered by the management?
(c) Are there any possible courses of action?
(d) Discuss the brand and pricing strategies to promote PLM software.
Issues:

1. Cross-border transactions with suitable examples
2. Describe the advantages and disadvantages of
   which are embargoed by the Commercial?
3. What key issues must be addressed by NGOs
   about this as trade policy of the
4. Government
   a) Discuss the impact of dumping and its causes in
   b) Examine the impact of dumping and its causes in
5. International Business
   a) Examine the impacts related to International Business
6. Discuss in detail about the sales agreement and
7. State and explain the process involved in
8. What is Foreign Exchange Market? Explain its
   features.
9. All questions carry equal marks.
10. Compare and contrast Free Trade Area and
11. Customs Union
12. Discuss any PTE question.

PART B — (5 × 10 = 50 marks)

Case Study:

12. Compulsory

PART C — (20 marks)

Compulsory and other compulsories.

Specimen and other compulsory.

Examine the restrictions related to endangered

International Trade.

International Trade.

16. Discuss in detail about the Treaties of

Trade Mark