

MAY 2011

P/ID 77516/PMBS

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the problems in gathering primary data in global marketing research?
2. Discuss the role of Internet and its impact on Global Marketing.
3. What are the different types of non-tariff barriers used by Governments to check International Trade?
4. Compare surface transport with Air Transport on the basis of cost elements. Under what conditions air transport is preferred over surface transport?
5. What is a bill of lading? What purposes does it serve? Is it a negotiable instrument?
6. How does the ECGC help the exporters in obtaining the finance? Discuss.

7. Write short notes on World Bank.
8. What are the differences between Foreign Environment and Global Environment?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss various payment terms in International Marketing.
10. Write a detailed note on the usefulness and selection of a trade fair as promotional tool in International Marketing.
11. Discuss the impact of International Trade on the Economic development of India. Enumerate the various factors that still retard the growth of International Trade in India.
12. Give a brief description of the factors affecting channel decision in International Markets.
13. Discuss the different pricing strategies available to Global Marketers.
14. Explain the alternative strategies for Global Product Planning in the context of Geographical expansion with examples.

15. Contrast domestic Advertising with International Advertising.
16. What are the factors that prompt International Business concerns to invest in Foreign Countries? Discuss giving suitable examples.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. As a newly appointed export manager. You have received an export order for export of basmati rice to Saudi Arabia. Write down the steps you will take for executing the export order.
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