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D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

**SEMESTER EXAMINATIONS**

 **APRIL - 2018 15CPCO1C**

**GLOBAL MARKETING**

Time : 3 Hrs Max.Marks : 75

SECTION-A (5x 6 =30)

**Answer ALL the questions.**

1. (a) Define international marketing and state its importance.

(Or)

 (b) What do you understand Global Marketing Environment?

1. (a) Explain the functions of export promotion councils.

(Or)

 (b) Enumerate the objectives of ECGC.

1. (a) Explain about product life cycle in Global marketing.

(Or)

 (b) Cross country segmentation – Discuss.

1. (a) Describe briefly the main channels of distribution used in export market.

(Or)

 (b) Explain the Role of Advertising and Branding in Global marketing.

1. (a) What do you mean by buyer’s credit and its features?

(Or)

 (b) What is a Letter of credit? Explain the different types of letter of credit.

SECTION-B (3x15 =45)

 **Answer any THREE of the following questions.**

1. Explain in detail about the Socio, Cultural, Political and Legal environment of global marketing.
2. Explain Global Pricing, Objectives and Strategies.
3. Explain the global segmentation and its strategy.
4. Explain physical distribution logistics in global marketing and global promotion.
5. What documents must accompany an Export Shipment? Describe them briefly.

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