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

**SEMESTER EXAMINATIONS**

**NOVEMBER – 2018 15CPCO1C**

**GLOBAL MARKETING**

**Time: 3 Hrs Max. Marks: 75**

**SECTION – A (5 X 6 =30)**

**Answer ALL the questions.**

1. a) Explain the scope of global marketing.

(Or)

b) Differentiate between global marketing and national marketing.

1. a) Describe the role of ECGC.

(Or)

b) What are the functions of EXIM Bank?

1. a) Explain the basis of segmentation.

(Or)

b) Write note on product positioning in global marketing.

4. a) What are the process of physical distribution and logistics.

(Or)

b) Describe about global advertising.

5. a) Explain the uses of letter of credit.

(Or)

b) What are the export risks covered by forfeiting?

**SECTION – B (3 X 15 =45)**

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

6. Describe the global marketing environment.

7. Discuss the pricing methods that may be used for pricing for the global markets.

8. Narrate in detail about product life cycle in global marketing.

9. What are the barriers to international promotion?

10. What are the various documents have to be prepared to process an export order.

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