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

**SEMESTER EXAMINATIONS**

**NOVEMBER - 2016 15CPCO1C**

**GLOBAL MARKETING**

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SECTION-A (5x 6 =30)

**Answer ALL the questions.**

1. (a) State the global marketing importance and its growth.

(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 briefly product life cycle in global marketing with suitable illustration.

(Or)

(b) Briefly explain the significance of global products.

1. (a) State elaborately the techniques of Global advertising and branding.

(Or)

(b) Write a note on global channel objectives and strategies.

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

(Or)

(b) State the political environment of international marketing.

SECTION-B (3x15 =45)

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

1. Explain in detail about the Socio, Culturural, Political & 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. Explain global trade / export procedure.

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