

Total No. of Pages : 2

Register Number :

**6883**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION MAY 2014.**

**(MARKETING MANAGEMENT)**

**(SECOND YEAR)**

**240 — GLOBAL MARKETING**

Time : Three hours

Maximum : 75 marks

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**SECTION A**

**Answer any FIVE questions.**

**(5 × 3 = 15)**

**All questions carry equal marks.**

1. (a) What are the benefits of international marketing?
- (b) What are the criteria's used to identify MNC's? Explain.
- (c) What is foreign exchange control?
- (d) What is the role of Asian Development Bank?
- (e) What is export finance requirement for global marketing?
- (f) What is Export Market Research?
- (g) What is legal environment?
- (h) What is letter of credit?

**SECTION B**

**Answer any THREE questions.**

**(3 × 10 = 30)**

**All questions carry equal marks.**

2. Explain the scope of marketing Indian products abroad?
3. Comment on future of International marketing.
4. Write a note on tariff and non-tariff barriers.
5. Explain export finance and credit lending institutions to boost exports.
6. What are the objectives of IMF.

**SECTION C****Answer any ONE questions.****(1 × 15 = 15)**

7. Comment on aspects of Import policy of union government of India.
8. Explain export licencing procedure in detail.
9. What is the role of ECGC and measures to promote exports.

**SECTION D****Case study.****(1 × 15 = 15)****Compulsory.**

10. One Monday morning Sanjay Nagpal, a recent recruit from a reputed management institute in Manipal walked in to a sales office at Chennai as a new sales trainee. Raghavan the zonal sales manager for a Large computer hardware firm was there to greet him. Raghavan's job consisted of over seeing the work of sales officers, field executives and the trainee salesman numbering over 50 of three areas namely Chennai, Bangalore and Trivendrum. The sales growth of computers, parts and other office equipment in these areas, was highly satisfactory, especially in recent years – thanks to the developmental initiatives taken by respective state governments in spreading computer education in office, schools, colleges, banks and other institutions.

Raghavan had collected several sales reports catalogues and pamphlets describing in detail the types of office equipment sold by the company. After a pleasant chat about their backgrounds, Raghavan gave Sanjay the collected material and showed him to his assigned desk.

There after Raghavan excused himself and did not return. Sanjay spent the whole day scanning the material and at 5 pm he picked up his things and went home.

Questions

- (a) What do you think about Raghavan's training programme?
- (b) What types of sales training programme would you suggest?
- (c) What method of training would have been best under the circumstances?