

Company - B : “We are multinational firm. Our product division executives have world-wide profit responsibility. As our organisational chart shows, the United States is just one region on a par with Europe, Latin America, Africa etc., in each division.” The executive from Company - B goes on to explain, “the worldwide product division concept is rather difficult to implement. The senior executives in charge of this divisions have little overseas experience. They have been promoted from domestic posts and tend to view foreign consumers needs as really basically the same as ours. Also, product division executives tend to focus on domestic market, because it generates more revenue than foreign market. The rewards are for global performance, but strategy is to focus on domestic. Most of the senior executives simply do not understand what happens overseas and really do not trust foreign executives, even those in key positions ?”

Question :

- (a) Which company is truly multinational? Why? Substantiate your answer.

Register Number :

Name of the Candidate :

6 2 9 2

**M.B.A. (E-Business)
DEGREE EXAMINATION, 2010**

(SECOND YEAR)

(PAPER - XV)

270. GLOBAL MARKETING

December]

[Time : 3 Hours

Maximum : 100 Marks

SECTION - A (5 × 5= 25)

Answer any FIVE questions.

All questions carry equal marks.

1. Differentiate between global marketing and domestic marketing.
2. What do you mean by export marketing ?
3. Write short notes on joint venture.
4. What do you mean by gains from trade ?

Turn Over

5. Give short notes on the role of SDRS.
6. Write short notes on desirability.
7. Explain export licensing procedure.
8. Describe the functions of international economic forums.

SECTION - B (3 × 20 = 60)

Answer any THREE questions.

All questions carry equal marks.

9. Explain gains from trade and terms of trade in detail.
10. Explain the analysis of exports trends in developing countries.
11. Explain in detail the import policies of government.
12. Explain the role of government in promoting international trade.
13. Explain canalization of imports and exports. Write short notes on import procedures.

SECTION - C (1 × 15 = 15)

(Compulsory)

14. *Case Study :*

Two senior executives of world's largest firms with extensive holdings outside the home country speak :

Company - A : "We are a multinational firm. We distribute our products in about 100 countries. We manufacture in over 17 countries and do research and development in three countries. We look at all new investment projects both domestic and overseas using exactly the same criteria." The executive from company - A continues, "of course the most of the key posts in our subsidiaries are held by home country nationals. Whenever replacements for these men are sought, it is the practice, if not the policy, to look next to you at the head office and pick some one (usually a home country national) you know and trust".

Turn over