

Register Number :

Name of the Candidate :

2 3 6 7

M.B.A. (E-Business)

DEGREE EXAMINATION, 2011

(SECOND YEAR)

(PAPER - XV)

270. GLOBAL MARKETING

May]

[Time : 3 Hours

Maximum : 100 Marks

SECTION - A (5 × 5=25)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the features of IMF ?

2. What is market research ?

3. Write short notes on BOP.

4. What are non-tariff barriers ?

5. Write short notes on export marketing research.

6. Explain the financing of imports.

Turn Over

7. Write short notes on balance of payments.
8. Bring out the features of foreign exchange control.

SECTION - B (3×20 = 60)

Answer any THREE questions.

All questions carry equal marks.

9. Elaborate the tariff and non-tariff barriers in detail.
10. Clearly explain the procedure to obtain export license.
11. Explain the procedures and controls followed in importing goods from abroad.
12. Discuss the barriers in international trade.
13. What is International Monetary System ? Explain the functions of IMF.

SECTION - C (1×15=15)

(Compulsory)

14. CASE STUDY :

The ITC wants to market cigarettes in Saudi Arabia and South Africa. However, the marketing manager wants to make a marketing research to find the possibility of various modes of entry into these two countries.

You are required to design a marketing research plan to help the marketing manager in this situation.