



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – COMMERCE**

**SIXTH SEMESTER – APRIL 2019**

**16UCO6MS02– GLOBAL MARKETING MANAGEMENT**

Date: 11-04-2019  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION - A**

Answer **ALL** questions

(10x2= 20 Marks)

1. What is meant by global localization?
2. What is low context culture?
3. Write a short note on 'global market segment'.
4. Comment on 'GSP'.
5. What is services trade?
6. Write note on 'loose bricks'.
7. State the meaning of 'product positioning'.
8. What is global retailing?
9. What is market skimming?
10. What is meant by global trade shows?

**SECTION - B**

Answer any **FOUR** questions.

(4x10= 40 Marks)

11. Identify the major segments in global markets.
12. Brings out EPRG frame work in marketing.
13. Outline the basic steps of marketing research process.
14. Identify three strategic positions. Pick a successful company that you know or have read about, and identify that company's strategic position.
15. What criteria should global marketers consider when making product design decisions?
16. What factors influence the channel structures and strategies available to global marketers?
17. Enumerate the types of economic systems.

**SECTION - C**

Answer any **TWO** questions

(2x20 = 40 Marks)

18. Identify and describe the driving restraining forces affecting global marketing.
19. What are the different strategic alternatives for entering a foreign market available to an international marketer?
20. What are the promotional mix tools available to global marketers?
21. Explain the environmental influences on global pricing decisions.

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