

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



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

**SIXTH SEMESTER – APRIL 2022**

**16/17/18UCO6MS02 – GLOBAL MARKETING MANAGEMENT**

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**SECTION-A**

**Answer ALL questions**

**(10 x 2 = 20 Marks)**

1. What is global marketing?
2. Define “Export”.
3. Enlist the benefits of cost leadership.
4. Define the concept “Country focus”.
5. What is target marketing?
6. What do you mean by Keiretsu?
7. What is franchising?
8. Enlist the major advantages of global advertising
9. Define the slogan “Maru-c”.
10. What is a national product?

**SECTION – B**

**Answer any FOUR questions:**

**(4 x 10 = 40 Marks)**

11. Describe the EPRG Framework
12. Write a detailed note on Dumping.
13. Identify a successful global brand of your choice and explain the reasons for the global success.
14. In what ways can global advertising campaigns benefit a company? Comment
15. State the different generic strategies of competitive advantage
16. What are six attributes of GSP? How could these benefits global marketing?
17. Explain the various factors influencing the global channel structure.

**SECTION – C**

**Answer any TWO questions:**

**(2 x 20 = 40 Marks)**

18. Discuss the driving factors to be considered when planning an international business venture
19. Explain global pricing strategies with examples
20. Describe the different promotional mix available in global marketing.
21. Discuss with examples the five categories of factor resources described by Michael E. Porter.

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