

**Note: Answer any 4 full questions from Question No.1 to 7**

**Question No. 8 is compulsory.**

**All questions carry equal marks**

1.

- a) What is green marketing? (3)
- b) Discuss the significance of the EPRG framework in global marketing. (7)
- c) Explain the alternative strategies for global product planning in the context of geographical expansion with examples. (10)

2.

- a) What is meant by dumping? (3)
- b) Explain the need for communication adaptation in global advertising. (10)
- c) Discuss the driving and restraining forces affecting international marketing. (10)

3.

- a) What are the types of economic systems in the global environment? (3)
- b) What are the factors favoring global product standardization? (7)
- c) Discuss the different market entry strategies of international marketers. (10)

4.

- a) What is counter trade? Give three examples. (3)
- b) Explain the environment factors affecting international trade. (7)
- c) Discuss the relevance of instruments of trade policy in international marketing. (10)

5.

- a) What is global marketing? Give the examples. (3)
- b) What are the problems in gathering primary data in global marketing research? (7)
- c) Discuss the issues involved in international retailing. (10)

6.

- a) What product adaptation. Give two examples of global product adaptation in India. (3)
- b) Discuss the role of the Internet and its impact on global marketing. (7)
- c) Critically review the institutional infrastructure for exports promotion in India. (10)

7.

- d) What is meant by sourcing in global marketing? Give to examples. (3)
- e) What are the different types of non- tariff barriers used by governments to check international trade? (7)
- f) Discuss the different pricing strategies available to global marketers. (10)

8. Case Study 20 Marks