

CODE : BEIJING

Time : 2 Hrs.

Marks : 60

Instructions :- 1) Both Sections are compulsory and should be written on same answersheet.
2) Figures to right indicate marks.

SECTION - A

- Q.1 a)** Define 'International Marketing' Explain the 'Theory of Absolute Advantage' by Adam Smith. 10
b) Discuss the need and importance of 'International Marketing'. 05

OR

- Q.1 a)** Define globalisation and explain the meaning and features of globalisation. 10
b) Write a shortnote on WTO and its objectives. 05

- Q.2 a)** Distinguish between high context culture and low context culture. 10
b) Explain the stages of globalisation. 05

OR

- Q.2** Write short notes on **Any Three** 15
1) European Union.
2) Social Audit.
3) Theory of Country size.
4) Trade blocks and its objectives.
5) Franchising.

SECTION - B

- Q.3** Define and explain the concept of corporate social responsibilities. 15

OR

- Q.3** Compare and contrast Indian Infotech majors. 15

- Q.4 a)** Explain the environmental impact on pricing. 10
b) Write a shortnote on strategic positions. 05

OR

- Q.4 a)** What is global promotion ? Explain how global promotion is undertaken. 10
b) Write a short note on MPDA. 05

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