

Time : 2 hrs

CODE - MESMER

Mark : 60

- Instructions :
- 1) Answer both the Section in the same Answer books.
 - 2) Section A is compulsory.
 - 3) Answer any three questions from section B.
 - 4) Figures on the right indicates marks.

Section- I

- Q.1 Write the following concept :-** **10**
- a) Mercantalism
 - b) Mergers and Acquisitions.
 - c) Low Income countries.
 - d) NAFTA
 - e) SAARC

- Q.2 Solve the case study :** **20**
- Ranbaxy is the first Indian Multinational corporation in the Pharmaceutical Industry and the Ninth largest generics manufacturer in the World. Ranbaxy wants to became \$ 5 billion company by 2012. What type of marketing and Strategic Strategies will by adopted by Ranbaxy to achieve its desired goals.

Section -B

- Q.3 Define Globalisation and explain the meaning and feature of globalisation.** **10**
- Q.4 Explain the implication of WTO agreement to India Economy.** **10**
- Q.5 Describe in detail the Project study (About a Country) undertaken by you.** **10**
- Q.6 Write short on the following (any two)** **2x5**
- A) The European Union.
 - B) GATT
 - C) The International Regulatory Environment
