

SYBMS

Interⁿ Mktg

March 09

ADACTYLOUS

TIME : 2 hrs.

MARK : 60

Instruction : 1) All questions are compulsory
2) Figures to the right indicate full marks.

Q.1 Explain in detail about SAARC, NAFTA and EU. 15

OR

Q.1 Discuss the strategies for Globalisation 15

Q.2 a) Explain the various issues that need to be considered by an international business organisation while studying the political environment of a country. 08

b) Explain the relevance of business ethics in the context of international marketing 07

OR

Q.2 Distinguish between Domestic Marketing and International Marketing. 15

Q.3 Write an explanatory note of Infosys Technologies Ltd. 15

OR

Q.3 Explain the merits and demerits of MNCs. 15

Q.4 What is global promotion and explain how global promotion is undertaken? 15

OR

Q.4 **Write shortnote on :-** 15

1. Broad Market Strategies
2. Dumping
3. Public Relations.

