

**C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),  
MELVISHARAM - 632 509.  
SEMESTER EXAMINATIONS, NOVEMBER - 2018**

**M.COM., COMMERCE  
P15MCM103 – GLOBAL MARKETING  
SEMESTER I**

Time: Three Hours

Maximum: 75 Marks

**SECTION - A (5 X 6 = 30 Marks)**

**Answer ALL Questions.**

1. a) State the Importance of Global Marketing.  
(Or)
- b) Differentiate Global Marketing from National Marketing.
2. a) State the Functions of EXIM Bank.  
(Or)
- b) Write a note on NCTI.
3. a) What do you understand by Global Target Marketing?  
(Or)
- b) List out the Objectives of Global Pricing.
4. a) Bring out the constraints encountered by Physical Distribution.  
(Or)
- b) Write a brief account on Global Advertising.
5. a) What do you know about Letter of Credit?  
(Or)
- b) Write in few lines about the Global Trade Assistance.

**SECTION - B (3 X 15 = 45 Marks)  
Answer ANY THREE Questions.**

6. Explain in detail about the Global Marketing Environment.
7. Critically examine the functions and objectives of ECGC.
8. Outline the different bases of Global Market Segmentation.
9. Write an essay about Global Marketing Channels.
10. Discuss in detail the terms and conditions of payment of Export.

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