

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
GLOBAL MARKETING BA (H) – 631
BS – VII

Date: January 14, 2011

Max Time: 3 Hrs

Instruction: Attempt all questions.

Max Marks: 60

- 1 a. Discuss the conditions that have led to the development of global market.
- b. Differentiate between a global company and a multinational company.
- 2.a. What strategic option for market entry or expansion would a small company be likely to pursue.
- b. How can a nation achieve a competitive advantage.
- 3 a. What is transfer price? What is the difference, if any, between a transfer price and a regular price?
- b. What are three methods for determining transfer price?
- 4 a. Identify both local and foreign examples of cultural imperatives, electives, and exclusives.
- b. Contrast the authority roles of top management in different societies.
- 5 a. Define the various types of pricing strategies and objectives available to global marketers.
- b. Identify some of the environmental constraints on global pricing decisions.

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FINAL EXAMINATION, JUNE 2010: AFFILIATED COLLEGES

GLOBAL MARKETING: BA (H) – 631

BS – VII

Date: July 2, 2010

Max Time: 2 Hrs

Max Marks: 60

1. Define Global Marketing and explain its opportunities and challenges.
2. Explain overall environment of Global Marketing in perspective of any two of the following:
 - i. cultural
 - ii. political
 - iii. economical
 - iv. social
3. What are the market characteristics with respect to financial dimension?
4. Explain transition in Global Marketing.
5. Write Short Notes on any two of the following:
 - i. Secondary information requirement
 - ii. Analyzing and interpreting Secondary data
 - iii. International information system
6. Explain Global strategic planning.