

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN  
ACT OF CHEATING**

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2015; AFFILIATED COLLEGES  
GLOBAL MARKETING; BA (M)-642  
MBA – IV**

**Date: June 25, 2015**

**Max Time: 3 Hrs  
Max Marks: 60**

**INSTRUCTIONS:**

- 1. Attempt any 05 questions, all carry equal marks. Do not write anything on the question paper.**
- 2. Return the question paper along with answer script, without question paper your answer script will not be assessed.**
- 3. Mobile Phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

<b>College Name:</b>	<b>Student's Name:</b>
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- Q-1 Briefly explain Opportunities and challenges in Global Marketing.
- Q-2 What are the alternative organizational structures for operating in foreign markets?
- Q-3 What is the impact of culture and cultural values, attitude on the conduct of global marketing? Clearly explain with examples.
- Q-4 a) Discuss the benefits to MNCs of accepting "global marketing concept".  
b) Comment on the statements ' there exists no difference between ' international markets' and 'global markets'
- Q-5 When a company makes commitment to enter into foreign markets it must choose a strategy to enter. What are the strategies which a firm can use to enter into foreign markets? What challenges the company might face when it enters a foreign market?
- Q-6 List and briefly explain the promotional and product strategies available to a company which is targeting global markets
- Q-7 Write short notes on **any 2** of the following:  
a) Global Strategic Planning Process  
b) Global Pricing Strategies  
c) Global Promotional Strategies

**END OF EXAM PAPER**