

College Name: _____

Student Name: _____ Father's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGES
GLOBAL MARKETING; BA (M) – 642
MBA – IV**

Date: July 21, 2016

Max Time: 3 Hrs

Max Marks: 60

INSTRUCTIONS:

- 1. Attempt 4 questions where Q1 is compulsory.**
- 2. Do not write anything on question paper.**
- 3. Use of 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.**

Q1 Briefly explain the concept of standardization & adaptation in context of global marketing.

Q2 What is a global market segment? Choose a market that you know something about and describe the global segments for this market.

Q3 Why joint venture is important for global market expansion? What are the advantages and disadvantages of joint venture system?

Q4 (a) Pricing of product in international market should not be determined in isolation from other marketing mix elements. Discuss.

(b) What are the generally different export pricing strategies? Explain.

Q5 Briefly explain the difference between domestic and international marketing research?

END OF EXAM PAPER