

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, 2009: AFFILIATED COLLEGES
GLOBAL MARKETING: BA (M) - 642
MBA – IV

Time Allowed: 3 Hours
Max. Marks: 60

Date: July 01, 2009

Instructions: Attempt any five questions. All questions carry equal marks.

- Q.No.1** How has globalization evolved? Why there is a need in the present circumstances for greater interaction between DC (Developed Countries) and LDC (Less Developed Countries).
- Q.No.2** While entering international market what factors should be kept in mind. Why is it necessary to study socio cultural environment of countries that MNCs wish to enter?
- Q.No.3** At what stage do MNCs decide to establish local manufacturing facilities? What are the initial stages that have to pass through?
- Q.No.4** Effective distribution in selected market is a prerequisite for success. How is this objective achieved?
- Q.No.5** The four Ps require adaptation in new market, though entry without adjustments is possible – Comment.
- Q.No.6** Write notes on:
- (1) Counter Trade
 - (2) Franchise
 - (3) Buy Back Arrangement

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FINAL EXAMINATION: AFFILIATED COLLEGES
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Date: January 19, 2009
Max. Marks: 60

Time Allowed: 3 Hours

Instructions: Attempt any five questions.

- Q.No.1.** Both foreign and domestic environment affect the international marketing decision. Critically examine the each of them in the decision to enter international markets.
- Q.No.2.** Historical backgrounds coupled with geographical characteristics determine cultural aspects of global markets. How is the understanding of international markets enhanced by examining the impact of these two factors?
- Q.No.3.** Certain political risks are threading factors to global marketing entry. How are these risks looked at and minimized by international markets.
- Q.No.4.** Planning is a systemized way of relating to the future. How does this statement apply to international marketing? Describe the stages through which the planning process has to pass to meet an effective global market entry objective.
- Q.No.5.** What alternative branding strategies can be followed for global marketing purpose? Does the country of origin have affect on a global brand?
- Q.No.6.** Elaborate the factors that lead to price escalation in international markets. Comment on the pros and cons of various factors.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, SPRING - 2006: AFFILIATED COLLEGES
GLOBAL MARKETING: BA (P) - 672
MBA – IV

Date: July 04, 2006
Max. Marks: 60

Time: 3 Hours

Instructions:

1. Attempt any six questions.
 2. Attempt all questions in sequence.
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- Q.1. Define each of the following terms.
- a) Self Reference Criterion
 - b) Foreign uncontrollable
 - c) Domestic uncontrollable
 - d) International Marketing
- Q.2. Discuss how the shift from marketing “market entry” decision to continuous operations decisions creates a need for different types of information and data.
- Q.3. Why do companies change their organization when they go from being an international to a global company?
- Q.4. Compare the organizational implications of joint ventures versus licensing.
- Q.5 Explain each of the following export documents:
- (i) Bill of lading.
 - (ii) Certificate of origin
 - (iii) Commercial invoice
 - (iv) Insurance certificate
- Q.6. Discuss the different promotional/product strategies available to an international marketer.
- Q.7. In which circumstances are trading companies likely to be used?
- Q.8. Why has dumping become such an issue in recent year?
- Q.9. Compare the advantages and disadvantages of bills of exchange and letter of credit.
- Q.13. The preliminary expenses may be written off in 5 equal annual installments.
- Q.14. The firm plans to pay dividends from the second year. The dividend rates is proposed to be 12%.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JANUARY - 2008: AFFILIATED COLLEGES
GLOBAL MARKETING: BA (P) - 672
MBA – IV

Time: 3 Hours
Date: January 24, 2008

Max. Marks: 60

Instruction: Attempt any five questions.

- Q.No.1 International marketing is influenced by controllable and uncontrollable elements. Discuss the decision factors needed to be looked into and the effect of domestic and foreign environment on the International Marketing Decision.
- Q.No.2 What affect does protectionism has an International Marketing? Briefly discuss the various types of barriers that serve as impediments.
- Q.No.3 Briefly discuss the steps which form a part of global marketing process. How do company objectives and resources and its international commitment influence this exercise?
- Q.No.4 Elaborate the factors that should be given due consideration before deciding upon channel selection by international marketers. What critical decision areas affect this choice?
- Q.No.5 What are the distinguishing features of short and long range planning for the international marketers? Discuss the various decision criteria that affect long range planning in this scenario.
- Q.No.6 For adaptation to international market requirement certain product components are to be critically evaluated. Elaborate on the requirement of this analysis and the influencing factors.