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Register Number
Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(E-BUSINESS)

(SECOND YEAR)

270: GLOBAL MARKETING

Time: Three hours

Maximum: 100 marks

SECTION-A

(5×5=25)

Answer any FIVE questions

Write short notes on:

1. Global Marketing.
2. Non-tariff barriers.
3. Euro-dollar market.
4. Brettonwoods conference.
5. International economic co-operation.
6. Import Substitution.
7. Document associated with international trade.
8. Joint ventures abroad.

SECTION-B

(3×20=60)

Answer any THREE questions

9. What are terms of trade? Why these terms are highly dynamic in a globalised era?
10. Explain the factors responsible for the determination of rate of exchange. Why there is wide fluctuations in the exchange rate between the currencies of developing nations and strong currencies like US dollar and British pound?
11. Explain the objectives with which IMF and IBRD were established? Are these two institutions achieve their objectives? Critically examine their functions.
12. Describe the procedure followed by Indian bankers while releasing the documents associated with foreign trade.
13. Narrate the procedure followed by an Indian exporter.

SECTION-C

(1×15=15)

(Compulsory)

14. Case Study:
Explain the outlook of India's export marketing. Suggest measures to promote Indian exports. How export promotion bridges CAD?
