

This question paper contains 2 printed pages]

LA—121—2023

FACULTY OF COMMERCE

B.Com. (Second Semester) EXAMINATION

NOVEMBER/DECEMBER, 2023

FOREIGN TRADE PRACTICES AND PROCEDURE

(FT-IV)

(Global Marketing Management)

(Thursday, 14-12-2023)

Time : 10.00 a.m. to 1.00 p.m.

Time—3 Hours

Maximum Marks—75

N.B. :- (1) Q. No. 1 is compulsory.

(2) Attempt all questions.

1. Define Global Marketing. Write nature, scope and objectives of Global Marketing. 20

2. Define marketing logistics. Write its objectives and importance. 15

Or

What is Global Marketing Research ? Write methods of Data Collections.

3. Define branding, packaging and labeling in detail. 15

Or

Define Globalization. Write Global Orientations.

4. Define product life-cycle in detail. 15

Or

Define Globalization. Write stages of Globalization.

P.T.O.

WT

(2)

LA—121—2023

5. Write short notes on (any *two*) :

10

- (a) Joint Venture
- (b) Objectives of Global Business
- (c) Pricing Objectives
- (d) Export-Import Management.

LA—121—2023

2