

RAN-2508000703020003

BBA (NCF-NEP) (Sem. III) Examination November - 2025
Global Marketing Management

Time: 2 Hours]**[Total Marks: 50****સૂચના : / Instructions**

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book
- (2) Write according to the instructions as given of Each Question.

Seat No.:

Student's Signature

Q-1. Short Questions: (Write any 5 out of 7) (10 Marks)

- State two objectives of International Marketing.
- Define "Licensing".
- What is the role of DGFT in export promotion?
- Explain the meaning of Product Planning in International Markets.
- Write two advantages of International Distribution Channels.
- What is the role of WTO in International Trade?
- Define Global Consumer Behaviour.

Q-2. Long Questions: (14 marks)

Explain different modes of Entry in International Markets with examples.

OR**Q-2. Write the following answers:**

- (a) Write a short note on the scope of International Marketing. **(7 marks)**
- (b) Explain different factors affecting International Business decisions. **(7 marks)**

Q-3. Long Questions: (14 marks)

Discuss the challenges faced by Multinational Organisations in International Markets.

OR**Q-3. Write the following answers:**

- (a) What are the key factors affecting Product Planning in Global Markets? **(7 marks)**
- (b) Discuss Hofstede's Cultural Dimension in detail. **(7 marks)**

Q-4. Write short notes: (Any three out of five) (12 marks)

- Joint Ventures and Franchising
- International Promotion Tools
- Payment Methods in International Trade
- E-commerce in International Marketing
- Global vs. Local Consumer Preferences