

**B.V. Patel Institute of Business Management, Computer & Information Technology**  
**UkaTarsadia University**  
**2<sup>nd</sup> Internal Examination, BBA5<sup>th</sup> Semester**  
**030030528: Transnational and Cross Cultural Marketing**

**Date: 13/10/2017**

**Marks: 50**

**Time: 2 hrs.**

<b>Q-1 Answer the following. (Any Five)</b>		<b>[10]</b>
1.	What are the benefits of global marketing?	
2.	What is corporate planning and strategic planning?	
3.	List the elements of channel control.	
4.	Which are the three distinct product components for adaptation?	
5.	List three elements of core component of product component model.	
6.	Which are the stages of economic development?	
<b>Q-2 Answer the following. (Any Two)</b>		<b>[20]</b>
1.	Describe in detail research process in international marketing.	
2.	Discuss “environmentally friendly” products and product development.	
3.	What roles do services, replacement parts and standards play in competition in foreign marketing? Illustrate.	
<b>Q-3 Answer the following in detail. (Any Two)</b>		<b>[20]</b>
1.	Discuss in detail various factors affecting to choice of channels.	
2.	Explain in detail various alternative markets – entry strategy in global market.	
3.	Which are the various foreign country middlemen? Discuss in detail.	