1. a. Discuss the conditions that have led to the development of global market.
   b. Differentiate between a global company and a multinational company.

2. a. What strategic option for market entry or expansion would a small company be likely to pursue.
   b. How can a nation achieve a competitive advantage.

3. a. What is transfer price? What is the difference, if any, between a transfer price and a regular price?
   b. What are three methods for determining transfer price?

4. a. Identify both local and foreign examples of cultural imperatives, electives, and exclusives.
   b. Contrast the authority roles of top management in different societies.

5. a. Define the various types of pricing strategies and objectives available to global marketers.
   b. Identify some of the environmental constraints on global pricing decisions.
1. Define Global Marketing and explain its opportunities and challenges.

2. Explain overall environment of Global Marketing in perspective of any two of the following:
   i. cultural
   ii. political
   iii. economical
   iv. social

3. What are the market characteristics with respect to financial dimension?

4. Explain transition in Global Marketing.

5. Write Short Notes on any two of the following:
   i. Secondary information requirement
   ii. Analyzing and interpreting Secondary data
   iii. International information system