

**B.V. Patel Institute of Business Management, Computer & Information Technology**  
**Uka Tarsadia University**  
**1<sup>st</sup> Internal Examination, BBA/BCOM/MCOM 5<sup>th</sup> Semester**  
**030030528: Transnational and Cross Cultural Marketing**

**Date: 30/08/2017**

**Marks: 50**

**Time: 2 hrs.**

<b>Q-1 Answer the following. (Any Five)</b>		<b>[10]</b>
1.	What is international marketing?	
2.	Explain the tolerance of cultural differences.	
3.	List three approaches of strategic orientation in international markets.	
4.	List any four geographic characteristics that the marketer needs to consider while assessing the environmental aspects of marketing.	
5.	List any four elements of culture.	
6.	Which questions should be asked to judge the reliability of secondary data?	
<b>Q-2 Answer the following. (Any Two)</b>		<b>[20]</b>
1.	Select a country with a stable population and one with a rapidly growing population. Contrast the marketing implications of these two situations.	
2.	The world population pattern trend is shifting from rural to urban areas. Discuss the marketing ramifications.	
3.	“Culture is pervasive in all marketing activities.” Discuss.	
<b>Q-3 Answer the following in detail. (Any Two)</b>		<b>[20]</b>
1.	Discuss in detail stages of international marketing involvement.	
2.	Write a short note on cultural change.	
3.	Discuss the problems of availability and use of secondary data.	