

Register No: .....

**M.TECH. DEGREE EXAMINATIONS: JUNE 2011**

Second Semester

**APPAREL TECHNOLOGY AND MANAGEMENT**

FTY509: Global Marketing and Sourcing Strategies

**Time: Three Hours**

**Maximum marks: 100**

**Answer ALL Questions:-**

**PART A (10 x 2 = 20 Marks)**

1. What do you mean by Global Marketing?
2. Mention the variables that propel companies towards globalization.
3. Write note on Global product positioning.
4. List out few distribution strategies.
5. What are the factors that decide sourcing?
6. What is the need to transform traditional purchasing management to a strategic sourcing process?
7. State the benefits of multiple sourcing.
8. Name two big global competitors in beverage industry.
9. Give two examples in global publicity in increasing sales of goods.
10. Define the term country of origin for a product.

**PART B (5 x 16 = 80 Marks)**

11. a) Discuss in detail the various drivers which determine an industry's globalization.

**(OR)**

- b) What can global firms do, to make their products more socially acceptable?

12. a) What are the success factors of global product and services.

**(OR)**

- b) Discuss the global brand management in the success of global business.

13. a) What are the goals and objectives of the sourcing mechanism for the success of corporate group of business firm?

**(OR)**

- b) Explain in detail about the principles of sourcing strategies.

14. a) Discuss in detail the role of LIC in Sourcing.

**(OR)**

b) Which organizational structures do you think would be appropriate for a global Indian IT company?

15. a) Discuss the “pros & cons” of retail giants entering into Asian markets.

**(OR)**

b) Discuss in detail any one case study in global marketing with example.

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