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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2018

**SUBJECT: MAFD 601 – GLOBAL FASHION MARKETING
(REGULARS & PT)**

Wednesday, November 07, 2018

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE complete questions from the following.

1. Differentiate between domestic and International Marketing.
2. Explain the determinants for International Market selection.
3. Discuss the influence of culture on consumer behaviour.
4. Highlight the risks involved in International Sourcing.
5. Discuss the product strategy decisions for International Marketing.
6. Discuss any five international promotional strategy.

(10 marks × 5 = 50 marks)

