✍ **Answer any full FIVE questions.**

✍ **Answer all parts of a question.**

1.   Explain the Global Factors in the International Marketing Environment.

(10 marks)

2.   Explain the ad hoc research and continuous research.

(10 marks)

3.   Explain the factors responsible for social stratification.

(10 marks)

4.   Explain the factors affecting global supply chain decisions.

(10 marks)

5.   **Write a note on the following:**
   -   Product strategy and segmentation

(10 marks)

6.   US based Google the leading Internet search engine company in the world started providing its services in China in 2000. Though Google soon became the leading search engine in the Chinese market, it started losing its market share in couple of years.

In China, the Internet content was heavily censored by the government and users searching on Google's site experienced inordinate delays. By 2005, Chinese search engine company Baidu emerged as the leading internet search company in China. To compete with Baidu, Google decided to launch a Chinese website - www.google.cn and agreed to censor its content.

6A. Going Further, what information will Google require for major marketing decisions.

6B. Elaborate on the internal and external data sources that Google will have to rely on to ensure it markets its products effectively.

(5+5 = 10 marks)