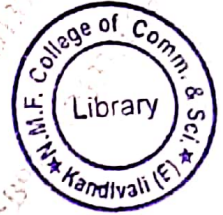


Paper / Subject Code: 27423 / Advertising: Discipline Specific Electives : 1) Globalisation & International Advertising

(2 ½ Hours)

[Total Marks: 75]



N.B.: 1. Attempt all questions (Q.1 is compulsory)

2. All questions carry equal marks

3. Figures to the right indicate full marks

Q. 1. Case Study:

(15)

The Indian Khadi apparel wants to introduce its products in International Market. As a marketing consultant to the company kindly elaborate on the problems company going to face in the USA and China. Discuss market entry and communication strategy.

Q.2. a) What is Globalisation? Explain the advantages and disadvantages of globalisation. (08)

b) Explain the difference between global and international marketing. (07)

OR

Q. 2. c) Explain the role of WTO and GATT in promoting trade across the world. (08)

d) State the impact of globalisation on Indian advertising. (07)

Q.3. a) With the help of a recent trend elaborate on the emergence of global brands and trends. (08)

b) Discuss Global Advertising Regulations. (07)

OR

Q.3. c) Explain the concept of Global Branding. What are the advantages and Disadvantages of Global Branding and Advertising? (08)

d) Discuss strategies that increase brand awareness in the online scenario. (07)

Q. 4. a) Explain the role and relevance of advertising and promotion in Global Society. (08)

b) Discuss the different propaganda techniques used in international advertising. (07)

OR

c) Explain the negative impact of international brands on local society. (08)

d) What are the internal challenges faced by international advertising? (07)

Q. 5. Write Short notes. (Any Three)

(15)

1. New Media Culture.
2. Netflix as a Global Brand.
3. Western and non-western media content.
4. Media imperialism.
5. ASCI.