Question 1.

International Marketing and Multinational Marketing

Ans:

Global Marketing

1. Easy adaption to changes – exposure to the global market lets company visualize the changes and forecast the needs. Hence gets the company is ready to adapt to changes.

2. Opportunity is not missed – Constant touch and focus in the market brings into pitch any opportunity available.

3. Future of marketing – With growing access to internet and presence in social media, global marketing is the future of the marketing.

4. Promotes global cooperation – Global marketing ensures to have an equi-cooperation between countries and hence promotes peace and togetherness.

International Marketing

1. Division of work and specialization – Division of work and focus on the exact requirements allows specialization in particular category of the product.

2. Balances unequal distribution of natural resources – Helps maintain the equilibrium of the natural resources by making available resource to those countries which lack in the availability of such resources.

3. Balance in demand and supply – Maintains equilibrium of the market by creating sufficient demand for products and constant supply of the products.

4. Improves standard of living – Introducing new and sophisticated products into new markets tailored for the requirements of the region, solves issues and increases the standard of living of the people.

5. Employment opportunities – New products, new market, more demand, increase the employment opportunities of that region.

Global marketing and International marketing are the elements of the marketing umbrella and are different from each other in terms of reach, approach, and the target audience. Though there are difference between these two marketing elements they can co-exist in the same market and can also serve as supplement to each other.

Question 2.

Probability Sampling and Non-probability Sampling

Ans:

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<th>Basis for Comparison</th>
<th>Probability Sampling</th>
<th>Non-Probability Sampling</th>
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<tbody>
<tr>
<td>Meaning</td>
<td>Probability sampling is a sampling technique, in which the subjects of the population get an equal opportunity to be selected as a representative sample.</td>
<td>Nonprobability sampling is a method of sampling wherein, it is not known that which individual from the population will be selected as a sample.</td>
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<tr>
<td>Alternately known as</td>
<td>Random sampling</td>
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