

Code: 14E00408

MBA IV Semester Supplementary Examinations November/December 2018

INTERNATIONAL MARKETING

(For students admitted in 2014 (LC), 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

1 What are the dimensions of global marketing strategy (GMS) that pertain to marketing management? Explain in detail giving examples.

OR

2 The Coca-Cola company has convincingly demonstrated that the ability to think globally and act locally can be a source of competitive advantage. Justify this statement using examples.

3 Nike provides technical specifications to a subcontractor or local manufacturer for its products. What is the arrangement called and what are its major benefits and drawbacks?

OR

4 Companies like Anheuser-Busch, Corning glass and GM have learned a lot by using joint venture as a mode of entry into a foreign market. Some of their experiences are not very positive. What are the advantages of joint venturing?

5 What are brands and what are their functions in global marketing? How do brands develop their image, identity and equity? Are global products and global brands the same?

OR

6 What is the significance of innovation in global marketing? Describe different categories of innovation with examples.

7 Companies entering emerging markets for the first time must exercise particular care in choosing a channel intermediary. Generally, a local distributor is required. What are some of the guidelines that should be considered in selecting a distributor in order to avoid any problems?

OR

8 A global company that has the ability to successfully transform a domestic campaign into a worldwide one or to create a new global campaign from the ground up possesses a critical marketing advantage. Explain this statement in light of the global advertising.

9 Foreign exchange is moved from control to management; discuss various measures taken in the recent times to manage foreign exchange.

OR

10 Discuss the role played by State Trading Corporations in promoting the export trade.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

You are the Ad manager for a multinational company newly introducing breakfast cereal in India on an All-India basis. You have a 75 crore budget. How would you choose an appropriate Ad agency? What kind of research brief will you give? What sort of Ad campaign will you go for? How would you measure the Ad effectiveness?

Code: 14E00408

MBA IV Semester Regular & Supplementary Examinations May 2018

INTERNATIONAL MARKETING

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

1 What is meant by competitive advantage? Explain, giving examples as to how globalization presents companies with unprecedented opportunities to reconfigure themselves.

OR

2 Describe how the global marketing strategy is different when compared to that of single country marketing.

3 Walt Disney company has successfully adapted licensing as a market entry mode in different countries. What are the advantages of using licensing as entry mode?

OR

4 Joint ventures are becoming very popular as entry mode into foreign markets. Why is this strategy so attractive to companies interested in entering other markets in the world?

5 It is reported that packaging aesthetics are important to Japanese. What are aesthetics and why those are important considerations in global product marketing?

OR

6 If a label on a product states “Made in Thailand”, and a similar product has a label “Made in Germany”, then why do consumers consider the latter to be better than the former? What difference does a label make in the perception of a consumer?

7 How do specialty retailers differ from “hypermarkets”, “supercenters” and “convenience stores”? Why some businesses are called “category killers”?

OR

8 Dell’s rise to a leading position in the global PC industry was based on Michael Dell’s decision to bypass conventional channels by selling direct and by customizing computers. Discuss the importance of channel innovation, giving examples of piggyback marketing in emerging markets.

9 Discuss the role played by export credit guarantees in improving the international trade.

OR

10 Indian GDP is substantially contributed by export services; explain your answer with suitable examples.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

ABC Soft Drinks Ltd., was established in 1990. The company was manufacturing a soft drink name Asha since its inception. As the competition is increasing day by day, more and more MNCs are entering in the soft drinks fray and new products are being launched. The company also wants to develop new drinks. The company is interested to introduce two new fruit flavours to its soft drinks line. There are four possible flavours to choose from. You are assigned the job to set up an experiment that will help the company in identifying the two flavours, which should be chosen. It is decided at a high-level committee that the drinks with new flavor will be sold in soft drinks stores, convenience stores and supermarkets in India.

Questions:

(a) Elaborate the systematic procedure that will be followed by you.

Code: 14E00408

MBA IV Semester Supplementary Examinations November/December 2017

INTERNATIONAL MARKETING

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 What is international marketing environment? Explain the differences between international and domestic marketing.
OR
- 2 Examine the economic, political, technological and cultural factors associated with international marketing.
- 3 Critically discuss the factors that determine the choice of market entry mode. Support your answer with examples.
OR
- 4 Explain the differences between franchising, licensing and foreign direct investment, in terms of ownership, control and risk.
- 5 Describe the different types of international product strategy with examples.
OR
- 6 How do governments affect product adaptation decisions of firms?
- 7 The forces of globalization have continued to propel organizations to invest in strong brand names through advertising. Why do you think this is the case?
OR
- 8 Argue for and against the use of the corporate name in global branding.
- 9 Export assistance and incentives are widely employed strategy of export promotion. Explain.
OR
- 10 Export decisions of a firm depend on the EXIM policy of India. Briefly explain the highlights of EXIM policy of India.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

Toyota offers a full line of cars for the US market from family sedans to sports utility vehicles to trucks and minivans. It has products for different price points, from lower cost Scions to mid-priced Camrys to the luxury brand Lexus. Designing the different products means listening to different customers. Toyota learnt that Scion's target age group of 16-24 years wanted personalization. So it let its customers choose from 40 customization elements at its showrooms, from stereo components to Wheels and even floor mats. It started marketing its car at music events where 'young people feel comfortable hanging out and not a place where they just go stare at a car'. In marketing the brand Lexus defined perfection, comfort, size, dependability. The reason behind the success of Toyota is lean manufacturing. It can make 8 different models of the car at the same time bringing huge increase in productivity. In 2006 it had the highest sales of cars. All that changed in 2010-11 A variety of problems like sticking acceleration pedals to sudden acceleration, braking system affected many Toyota brands including Lexus, Camry, Corolla, Prius. Many cars were recalled. Market share fell by 4%. Hoping to bring back the customers the company offered incentives like 2 years free maintenance and 0% finance. Now it can be comforted by the fact that it continues to grow and lead using lean manufacturing and environmental friendly technologies.

Questions:

- (a) Toyota has built a huge manufacturing company that can build millions of cars each year for a wide variety of customers. Why was it able to grow so quickly, more than other car companies?
- (b) Did Toyota do the right thing by manufacturing a car for every segment?

Code: 14E00408

MBA IV Semester Regular & Supplementary Examinations May 2017

INTERNATIONAL MARKETING

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 Culture is one of the most important international environmental factors. How can global markets include culture in planning their marketing operations?
OR
- 2 What is the meaning of marketing environment? Explain the factors within it.
- 3 Discuss the importance of the market entry strategy decisions in terms of global expansion. Give reasons
OR
- 4 From a government point of view which kind of investment in an international market is most beneficial?
- 5 Outline the steps in New Product Development Process. What are the possible problems and their solution in international marketing?
OR
- 6 Comment on the statement “It is our policy not to adopt products for export”.
- 7 What is a channel of distribution? What are the activities that take place in the channels of distribution by channel members?
OR
- 8 How can a company’s product line reflect the maxim ‘think globally, act locally’?
- 9 What are the documents required for export and import in India?
OR
- 10 The government of India has provided special assistance and incentives to exporters of India. Explain

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

- 11 **Case study:**
Korean Electronics giant Samsung has made a remarkable transformation from a provider of value based commodities, to a global marketer of premium priced Samsung branded consumer electronics like flat-screen TVs, digital cameras, cell phones etc. Samsung’s high end cell phones have been a growth engine for the company which has also released a steady stream of innovations, popularizing the PDA phone, first cell phone with MP3 player. Samsung initially focused on volume and market domination rather than on profitability.

Contd. in page 2

But during the Asian Financial Crisis during the 1990s, when other Korean businesses fell, Samsung took a different approach. It cut costs and emphasized quality which allowed it to go from manufacturing stage to store shelf within 6 months. It invested in innovation and it became the largest chip maker in the world. This resulted in Samsung being the largest electronic producer under one brand. It partnered with Sony to create a state-of-art LCD factory. Samsung's success has been driven by product innovation and aggressive brand building. Samsung ran several global companies and surpassed Sony. Today Samsung is the global leader in flat TVs, memory chips and no.2 in mobile phones. It has partnered with Microsoft's Windows Mobile and Google's Android software. Samsung has become a global leader by making both components for electronic products and actual devices sold to customers. The CEO announced it hopes to hit \$400 billion sales by 2020. For this it will explore health care and energy products

Questions:

- (a) What are Samsung's competitive strengths?
- (b) Samsung hopes to achieve \$400 billion sales by 2020. Is this feasible? If yes, how?

Code: 14E00408

MBA IV Semester Supplementary Examinations November 2016

INTERNATIONAL MARKETING

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

1 Explain the scope and significance of international marketing in present day business.

OR

2 How do socio-cultural aspects of different countries influence international marketing?

3 Describe latest international market entry strategies.

OR

4 Explain major entry strategies of Indian companies.

5 Explain different aspects of product positioning in foreign markets.

OR

6 Differentiate domestic and international product life cycle.

7 List out various elements involved in physical distribution of goods.

OR

8 Explain the issues involved in selection of market intermediaries in foreign countries.

9 Elaborate 'EXIM policy' of India.

OR

10 Explain various elements of export costing and pricing.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

What do you know about 'Panama papers'?

A famous scandal that was brought to light by British media which pointed out involvement of many famous personalities of India.

Analyze the case and discuss the impact it can have on Indian trade and commerce and its brand image.
