



PG – 608

IV Semester M.B.A. Degree Examination, July 2018
(CBCS Scheme)
MANAGEMENT

4.3.2 : International Marketing Strategy

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **5** marks. **(5×5=25)**

1. Draw a line of distinctions between International Marketing and International Business.
2. What are the essential conditions for international trade according to Comparative Cost Theory ?
3. What are the sources of information for targeting International destinations ?
4. Explain the features of Strategic Alliances as an International Market Entry Strategy.
5. What are the challenges in International branding ? Explain with example.
6. What are the options for International Channel of Distribution for a MNC ?
7. Explain the objectives of forming regional trade blocks ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **10** marks.

(3×10=30)

8. Discuss the domestic and international factors which cause a company to go for International Marketing.
9. Explain with examples the impact of cultural and legal factors on International Marketing-strategy of a firm.
10. Explain the Adaptation and Standardisation of Marketing Mix in International Marketing.
11. Discuss the characteristic features of International Product Life Cycle (IPLC).

P.T.O.



SECTION – C
(Compulsory)

12. Analyse the case and answer the questions given below.

15

Pepsi Co's strategy in the US is to focus on growing its healthier brands and non-carbonated drinks. Internationally, it is focusing on emerging markets, especially China, India and Russia. The lesson from China has been that, although carbonated beverages were targeted as the main product to lead sales, Chinese consumers have shown preferences for bottled water, juices and tea. This seems to indicate that it would be wrong to assume that consumers in developing markets opt first for carbonated drinks, and acquire a taste for alternatives as they become more affluent. Strategy must adapt to tastes in differing markets, where there are usually strong local brands well established.

Pepsi Co has been able to add new businesses and products by its strategy of diversification, allowing it to respond to changing consumer needs with a wide portfolio of products. In particular, it has added bottled water, snack foods (through the acquisition of Frito-Lay and Quaker Oats), juices (through the acquisition of Tropicana), and the sports drink Gatorade (as part of the Quaker Oats portfolio). These products reduce its dependence on traditional carbonated drinks. They also diversify the range of products for health conscious consumers. By comparison, Coke has remained more dependent on its flagship carbonated drink, Coke. Although it has expanded into more markets internationally than Pepsi Co, it has been slow to diversify into healthier products.

Questions.

- 1) Discuss Pepsi Co's current strategy in both its home market and international market.
- 2) How has Pepsi Co's diversification strategy proved to be advantageous in comparison to the strategy of Coca-Cola ?
- 3) What are the strengths and weaknesses of the Pepsi Co and Coca-Cola in international markets ?



PG – 883

IV Semester M.B.A. Degree Examination, July 2017
(CBCS)
Management

4.3.2 : INTERNATIONAL MARKETING STRATEGY

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* the Sections.

SECTION – A

Answer **any five** of the following questions. Each question carries **five** marks. (5×5=25)

1. Explain the process of marketing communication in International context.
2. Briefly describe the process of International Marketing Research.
3. As a newly export manager, you have received an export order for export of basmati rice to Saudi Arabia. Write down the steps you will take for executing the Export Order.
4. Discuss the significance of pricing decision in International market with specific reference to developing countries.
5. What are the characteristics of emerging markets ?
6. Briefly explain the process of International market segmentation.
7. Explain the various sales promotion tools in International marketing.

SECTION – B

Answer **any three** questions. Each question carries **ten** marks. (3×10=30)

8. "Globalization has been a powerful driving force which has brought convergence in the tastes and preferences of the consumers around the world. Despite this fact, transporting techniques from domestic market may not necessarily yield results even if the new market seems very similar". Critically evaluate the statement, identify the major hindrances in formulating global marketing strategies and means to overcome them.

P.T.O.



9. XYZ Company has been operating in Kenya for the last 10 years. The company deals with soft drinks and over the recent years the company has experienced and increased demand in its products. After carrying out research the company has decided to extend its market to neighboring Uganda to tap on the opportunities there. Discuss the internal factors to be considered by the company deciding to go global for the first time.
10. "Operating in International markets is much more complex than marketing domestically". Critically evaluate the statement with suitable examples.
11. Marketing managers need to be very sensitive to culture if their promotion efforts are to yield results in global markets. Discuss the five dimensions of culture and how they affect promotion efforts.

SECTION – C

12. **Compulsory Section :** (1×15=15)

Case Study :

Suggest a suitable "Foreign market entry strategy" for the following. Justify your answer.

- a) An Indian Steel company planning to get into Overseas market.
- b) A ready-made garment small scale Indian manufacturer willing to enter United States of America market.
- c) An Internationally reputed Fast Food Chain – Quick Service Restaurant (QSR) willing to enter Indian markets.



PG – 933

**IV Semester M.B.A. Degree Examination, July 2016
(CBCS)**

MANAGEMENT

4.3.2 : International Marketing Strategy

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks. **(5x5=25)**

1. Briefly explain factor endowment and comparative cost theory of trade.
2. How do cultural and social factors affect International Marketing ? Explain.
3. Enumerate the various factors to be considered while designing a product for the international market.
4. What are the advantages and limitations of indirect exporting ?
5. What is new product development in Global markets ? What are the stages in the NPD ?
6. What should be the basis of pricing in a developing country like India ? Why ?
7. Elucidate the significance of Bill of Lading, Shipping bill and Bill of exchange in the documentation procedure.

SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks. **(3x10=30)**

8. Explain the factors preventing firms from engaging in successful international ventures.
9. Explain the strategies to be employed by global company on its product planning and promotion.

P.T.O.



- 10. Discuss in detail the international marketing research process.
- 11. Is the concept of Product Life Cycle of any utility for an international market? If so, how can knowledge of changes in PLC be used by international marketers in developing their product market strategies?

SECTION - C

Case Study :

(1x15=15)

- 12. You have been appointed as Export Manager of a company manufacturing and marketing readymade garments. You have been asked by your Managing Director to locate a few foreign markets holding export prospects for readymade garments made by your company. Prepare a work plan clearly indicating the steps you would like to take for the purpose.