

- (d) What kinds of distribution strategies you would adopt for the food products to be distributed in Arabic countries ? Specifically the U.A.E., Saudi Arabia. Justify your answer. 7

SECTION—C

5. There is a multinational company called Gillette. Traditionally it relied on extensive research and development to create a single product for Global distribution. But Gillette set aside the global strategy and grew its market share in India, dramatically.

Gillette focused on to changing the shaving culture in India and rank dropped its additional blades from the product to be marketed in India.

Then it focused on the traditional promotion through advertising on T.V. and Print media instead of digital marketing promotion.

The company used the Bollywood actors for promoting the product. The Bollywood celebrities endorsed the product extensively.

- (i) Elaborate the success of Gillette in India. 3
 (ii) What kinds of promotional aspects, the company used in India ? 6
 (iii) What way the company changed the shaving habits of Indian male ? 5

M.B.A. (Semester—III) Examination
INTERNATIONAL MARKETING STRATEGY
Paper—MBA/3201/M

Time—Three Hours]

[Maximum Marks—70

- N.B. :-** (1) Attempt ALL questions.
 (2) Figures to the right indicate marks.

SECTION—A

1. (a) Discuss the various issues involved in the International Marketing—such as Business Ethics, Corporate Social Responsibility, Environment, Labour etc. in detail. 14

OR

- (b) 'Exports is the main issue in any economy. Hence export management is to be done scientifically and with utmost care.' Do you agree with the above statement ? Justify your answer with keeping in view the Quality Control and pre-shipment inspection. 14

SECTION—B

2. (a) Discuss how the expansion of International Markets has been there since globalization. 7

- (b) Name certain distinguished Indian products abroad. Why these are so ? Do you find the marketing efforts are more to the success of the products ? Justify your answer. 7

OR

- (c) How do you think the International Trade is being influenced by the International Culture ? Support your answer with the live examples. 7

- (d) What scope of International Marketing you find with the following natural/agro produce below :

- (i) Coconut water
- (ii) Taadi (A juice of local Maad Tree)
- (iii) Juice of the Mango.

What additional efforts are required to make it a success ? 7

3. (a) Why Global strategic planning is must for any Transnational Company ? Support your answer with the proper example. 7

- (b) Pakistan has put India in the list of most favoured nations for their business. From Indian side, what political risk is involved in doing business with Pakistan ? Justify your answer. 7

OR

UWO—46716

2

(Contd.)

- (c) Design a rough market selection strategy for the local Mango manufacture to go global. Justify your answer. 7

- (d) Walmart entered in India by hoping to have multi-fibre retail to be opened in near future, 3 years back having the joint venture with Bharti enterprises. After 3 years, the company is making losses. Do you think the company's decision was wrong ? Consider that the multifibre retail is not in the category where it operates. 7

4. (a) Enumerate and discuss in detail the International Product decisions by the International companies. 7

- (b) The multi-national companies like Pepsi, Coke etc. generally try to control the pricing with the local production of its products. What other companies should do to control the pricing while marketing internationally, especially in African and Asian countries ? Justify your answer. 7

OR

- (c) International supply chain Management is very vital for the effective distribution of the products. Do you agree ? Justify your answer. 7

UWO—46716

3

(Contd.)