

M.B.A. (Semester—III) Examination

INTERNATIONAL MARKETING STRATEGY

Time : Three Hours]

[Maximum Marks : 70

Note :— (1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (A) Explain the nature and scope of International Marketing. Discuss the strategic decisions a firm has to make to go international. 14

OR

- (B) Analyse the reasons for expansion of international markets. Elaborate how economic reforms in India caused Internationalization of its market. 14

SECTION—B

2. (A) What are the various factors affecting the global strategic planning ? 7
- (B) The traditional market for jeans in Japan has peaked and is likely to shrink further. In addition, the distribution structure is changing resulting in the emergence of a new type of large-scale suburban chain store. Levi-Strauss has to determine how to respond to these trends and chart a direction for future growth. Should they, for example, focus on increasing market share of the traditional blue jeans market, introduce new products targeted to the primary target market, expand their customer base by targeting new customer segments, or increase presence in other types of stores ? Justify. 7

OR

- (C) Explain the market selection process for International Marketing. 7
- (D) Snack Ventures Europe is a joint venture of Pepsico and General Mills and currently has 30-40 % of European salty snack market and 3 % of the snack market. Identify alternative strategies that might be considered to grow the market and build SVE's position in European market. These should consider the specific product categories, countries/regions on which the firm should focus its efforts as well as possible strategic alliances or acquisitions designed to consolidate and grow its position in the European market. 7
3. (A) Explain Bill of Lading and certificate of origin. 7
- (B) A UK based food and beverages was punished by FSSAI in January 2018 for allegedly containing lead beyond permissible limits, forcing it to withdraw the product from the Indian market. Following legal battles, the popular brand is set to be back in the market in November 2018. What promotion strategy should be adopted to recapture the lost market segment ? Discuss. 7

OR

- (C) "Proper business intelligence is essential to make all the series of strategic decisions in International Marketing." Justify this statement with suitable example. 7
- (D) An orange grower in Vidarbha wants to export his top quality harvest to European market. Explain what export procedure he will have to follow. What will be the documents required ? 7

SECTION—C

4. (A) Discuss the role of ethics in International Business. 7
- (B) Discuss the global environmental challenges relevant in today's world. 7

OR

- (C) Analyse the pertinent labour issues involved in developing countries like India and China. 7
- (D) What is Quality Control ? Explain in detail In-process quality control. 7

SECTION—D

5. The dhoti-clad Acharya Balakrishna is at the helm of a multi-crore empire known as PATANJALI. Not only does he defy all norms of traditional marketing and advertising to take on giant competitors, but also dreams of building it into an international name. Today PATANJALI has created a niche for itself in the sea of MNC's, soaring like an eagle clutching in its talons the power of ayurveda, traditions and the Swadeshi sentiment. Revenue-wise, they may not be on top when compared to other companies, because they price their products low.

But volume-wise they are way ahead because at lesser rate they produce more. The company is aiming at doubling its revenue of Rs. 5000 crore in 2018-19, has found takers in almost every household and has launched products in nearly every category thinkable. It also banks on the fact that after a generation that gravitated towards all things "foreign", there is a new pride among Indian Youth for things "Made In India" ; with its collective might and vision, Patanjali intends to capitalize on this new pride. However its global ambitions are not lagging far away. It seeks to build its brand into an international name. Patanjali already has ventured beyond Indian Shores, by setting up a manufacturing unit in Nepal, and preparing to export more goods to China. Now it wants to establish its first manufacturing unit in US.

Questions :

- (A) Patanjali has encashed its Swadeshi tag by earning huge revenues in India but will that same tag be an obstacle in getting acceptability internationally ? Discuss. 7
- (B) Analyse various factors involved in making product mix decisions in Chinese market. 7