

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

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) What is the difference between International and Domestic Marketing ? Discuss the decision making regarding Internationalisation. 14

OR

- (b) What is the functions and role of World Trade Organization (W.T.O.) in international trade and development ? 14

SECTION—B

2. (a) What is the significance of political environment in the field of international marketing ? 7

- (b) What is the impact of growing smart phone users in a third world country like India on a global company like Microsoft Corp. for its further global strategies ? 7

OR

- (c) State the importance of negotiations in International marketing. 7
- (d) List three global smart phone manufacturers and discuss their market coverage strategies for India. 7
3. (a) Discuss in brief what do you mean by International Product Decisions. 7
- (b) Patanjali Ayurvedic Company wants to enter into interior African countries for distribution of its well-known brands initially. Suggest a sound distribution strategy for the company. 7

OR

- (c) How the International Product Strategies based on Product Life Cycle is different than the domestic product strategies ? 7
- (d) Prepare a Pricing Strategy for "Nakshatra Jewelleries" for its various products to be marketed at South-East Asian countries. Justify the factors you take into account for the Pricing Strategy. 7

4. (a) Explain various types of Letters of Credit. 7
- (b) Discuss various international promotional strategies suitable for 'Airtel' in the newly entered Sri-Lankan market. 7

OR

- (c) Discuss the importance of Bill of Exchange. 7
- (d) Using international marketing intelligence, how can you verify the credit worthiness of your importer in U.K. ? 7

SECTION—C

5. In May 2008, Moët Hennessy Louis Vuitton SA (LVMH) dropped American actor Sharon Stone, the face of Dior, from its China campaign after she suggested earthquake in China was a result of bad Karma, for their alleged mistreatment of Tibet. Stone's remarks were seen as insensitive and the company immediately disassociated itself from her.
- (a) Analyse the case in the light of challenges of International marketing. 7
- (b) How do you think the Cultural and Cross-cultural influences play in a situation like this ? 7