

AS-770

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) 'Culture is pervasive in all marketing activities'. Comment on this statement in the light of International Marketing. 14

OR

- (B) Define – International Marketing. Why do firms seek international business opportunities ? Explain in light of few Indian products abroad. 14

SECTION-B

2. (a) What are the main factors to consider in assessing the dominant political climate within a country ? 7
(b) You have been appointed to advise upon the preparation of a marketing promotion plan by an automotive manufacturer having global operations in European countries. Draft a suitable marketing promotion plan with reference to global strategic planning. 7

OR

- (c) Explain the process for International Market Selection in detail. 7
(d) A leading Indian FMCG company wants to enter the international markets. Design international market entry strategies for this new entrant. Discuss it with specific reference to SAARC nation. 7

3. (a) 'Product Planning is the starting point of entire International Marketing in a firm.' Explain in light of international product decisions. 7
- (b) A leading consumer durable company wants to sell its electronic appliances in international markets. You have been appointed to suggest the pricing strategies to be adopted by the company for its products. Suggest the approach and factors to be considered for pricing in international business. 7

OR

- (c) Elaborate important issues of International Distribution Channel Decisions. 7
- (d) Lego and Hamley's are leading toy making companies from USA and UK respectively. They have been in this business since long. Flintobox is a company which entered in India with toys for children aiming to make them smart and future ready and keeping away from mobiles. Toys in STEM i.e. Science, Technology, Engineering and Mathematics are liked by parents. Suggest Lego and Hamley about international product decisions to make them physically and culturally adapted for Indian market. 7

SECTION-C

4. (a) Explain in detail the significance of International Marketing Research. 7
- (b) Explain in detail the Bill of Lading. 7

OR

- (c) Explain the international promotion decisions and strategies in detail. 7
- (d) Enlist principal documents in international business. Explain Marine Insurance in detail. 7

SECTION-D

5. India is seen as a lucrative and big emerging market by many MNC's having strategic advantage like huge market size comprising various segments, reserves of natural resources and ease of doing business. Hence, most of the companies exploit these things. Many a time, ethics in business, social responsibilities of business, environmental norms and labour rules and regulations are overlooked. Same happened with Coca Cola and Pepsi when an environmental organization claimed that soft drinks produced in India contained significant levels of pesticide residue. Coke and Pepsi denied the charges and argued that expensive use of pesticides in agriculture had resulted in a minute degree of pesticide in sugar used in their drinks. The result of tests conducted by the MOHFW (Ministry of Health and Family Welfare) showed that soft drinks produced by these two companies were safe to drink under local health standards.

In an attempt to gain public trust and credibility, the company formed an advisory board led by former Indian Cabinet Secretary and appointed former chief of Supreme Court to oversee Coca-Cola practices in India and guide its social responsibility practices. They hoped that it will put consumer fears to rest.

After all bad press, an activist group in California, US launched campaign against Coca Cola of using precious ground water, lacing its drinks with pesticides and supplying farmers with toxic waste for fertilizing their crops. According to one report, a plant that produces 3 lakh liters of soda drink uses 1.5 million liters of water, enough to meet, requirement of 20000 people. This case went in court and Coca Cola unit was closed until they won the case. The reopening of the plant and activities of activist groups led to ban or stop renewing their contracts with Coke. Many people urged to close Coca Cola plants because they were draining water from communities throughout India. They contended that such irresponsible practice robs the poor of their fundamental right to drinking water; is a source of toxic waste; causes serious harm to the environment and threatens the people's health.

- (a) Analyze the case. 5
- (b) How Pepsi and Coca Cola confront the issue of water use in manufacture of their product and stop further boycotts and demonstrations against their products ? 5
- (c) The company decided to allow consumer organisation/forum to visit the company at regular intervals to assure the consumers about quality of products. Do you agree with the decisions ? Justify your answer. 4

