

American Govt. has taken a strong stand against the company and asked to recall all the cars from the market.

Indian Govt. is also going through details and shall take action. The American Govt. is taking stern action against the company officials with the change of Homicides.

Questions :

- | | |
|---|----------|
| i) What is the main issue in the case?
Comment. | 5 |
| ii) Why the company has resorted to the evil act, world over? | 3 |
| iii) What remedies you can suggest?
Justify your answer. | 6 |



AR - 1211

M.B.A. Semester – III

Paper MBA/3201/M

International Marketing Strategy

P. Pages : 4

Time : Three Hours

Max. Marks : 70

- Notes :
1. All questions are compulsory.
 2. Figures to right indicate marks.

SECTION – A

1. Discuss in details how the International culture affect the International Trade and Marketing. Support your answer with suitable examples. **14**

OR

How International Marketing Decisions are Taken? What are the factors required to be taken into account in the decision making process? Support your answer with suitable example. **14**

SECTION – B

2. a) Explain the process of market coverage strategy. **7**

- b) Andul India wants to enter into Africant continent. What are the entry strategy available for it? Suggest a suitable entry strategy for it. **7**

OR

- c) What are the political Risk involved in doing the business Internationally? **7**
- d) A XYZ Multinational company is relying heavily on lobbying at Govt. rather than persuading the Govt to do their business in respective countries. What are the dangers involved in it? **7**
3. a) Describe the International product life cycle? **7**
- b) A Multinational company is operating in South East Asia. It is marketing Sophisticated Air conditioner. But due to power cut off and shortages it is facing problem.to generate profits. At the same time the product is doing well in European market. What kinds of strategies you consider to overcome the problem? Justify your answer. **7**

OR

- c) Discuss the International Distribution Strategies available to International Marketers. **7**
- d) XYZ Multinational company wants to market its premium platinum jewelry in Indian subcontinent. What would be the pricing decision it has to consider? Justify your answer. **7**

4. a) Discuss the importance of marketing intelligence to a International Marketers. Justify your answer with suitable example. **7**

- b) Many of the Multinationals in India relied on Bollywood for promotion of their products. Do you think that success is there? Analyse the issue with certain examples as Gillette, Nike, P & G etc. **7**

OR

- c) Discuss the export procedures and related documentation in general. **7**
- d) The International Promotional Strategies are required to be accurate otherwise the problem like Sharon Stone promoting the product in China is devastating for the company. As an promotion expert you have to design a promotional strategy for a perfume in Arabian countries. What factors you would consider and why? **7**

SECTION - C

5. The used of International Business today again is shaken by the news of Volkswagen. The company has used the software to show the pollution made by the cars normal. Further exploration of the facts reveal that the top company officers were involved, including the CEO.