

AT-1418

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 right indicate marks.

SECTION—A

1. (a) Illustrate scope of marketing in the international context. 14

OR

- (b) Explain decision making process with respect to internationalisation of businesses. 14

SECTION—B

2. (a) What are various negotiation strategies in the context of international marketing ? 7
- (b) A good number of small scale businesses have achieved horizons by making their business truly international. 'Lijat Papad', one of the foremost brands in India enjoys loyalty by Indians. Attempts have been made to make the brand, an international one, but in vein. How should 'Lijat Papad' enter foreign markets and grab the shelf-space ? Suggest entry strategies for the same. 7

OR

- (c) What are the steps in global strategic planning process, in international market ? Explain. 7
- (d) Indian herbal products have reached to major portion of the world. People possess a feeling of respect towards these products. Despite the fact, the pace of diffusion of these products is a slow one. Which market coverage strategies should be adopted by Indian companies to occupy the farthest corners abroad ? 7

3. (a) Illustrate various international pricing strategies. 7
- (b) There is a huge difference between marketing in a developed nation and that of a less developed country. The distribution strategy which succeeds in one country may not equally succeed, rather fail in another country. 'Happy Life' is an entity which focuses mostly on online distribution. While expanding markets, they have entered in some less developed countries wherein digitalization has almost begun. Which distribution strategies should be implemented by 'Happy Life' to cover less developed countries ? 7

OR

- (c) Elaborate significant new product development process for internationalizing product. 7
- (d) A creative way of acquiring line extensions is to add a companion product in a product mix. Thus, shaving cream marketers extend with either razors or after shave lotions. Yet, some marketers venture into products which, in no way, are related to existing product mix. Thus a chocolate marketer deals with coffee. Which is a better way according to you, to acquire line extensions ? Justify. 7

SECTION—C

4. (a) Explain letter of credit in detail. 7
- (b) Illustrate the role of international marketing intelligence. 7

OR

- (c) Elaborate EXIM process and its significance. 7
- (d) What are various challenges with reference to international promotion strategies ? 7

SECTION—D

5. Smoking is bad. Smoking is injurious. Smoking kills. There are numerous government efforts, non-profit organization's initiatives and moves by social workers to dissuade people from smoking and get rid of it. Marketers too, have seen this as an opportunity. Market is flooded with chewing gums, syrups with a communication that these products help to quit smoking.

And now, there are e-cigarettes in market which are electronic devices vaporizing a flavoured liquid and with a comparatively less nicotine content. But studies show that even the health risks of e-cigarettes are uncertain, as the-fluid in e-cigarettes is made-up of nicotine, propylene glycol, glycerine and other artificial flavours. The vapour created out of these, contains toxicants and traces of heavy metals at levels permissible in inhalation medicines. However, it is found that these chemical concentrations may exceed limits. World Health Organization has slammed the e-cigarettes marketers. Medical practitioners also say that any nicotine replacement therapy is to be strictly monitored. The number of e-cigarette users has reached beyond billions in world. The moral of the story is — “E-cigarettes seem to be sweet-traps !”

- (a) Analyse the case. 7
- (b) “E-cigarettes are the healthy alternative” is a communication by marketers so far. Do you agree ? Justify. 7

