

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 export procedures and documents in detail. 14

OR

- (b) Elaborate the concept of international marketing intelligence. 14

SECTION—B

2. (a) Explain pre-shipment inspection in detail. 7
(b) 'Oasis solutions' is a consultancy in the area of International marketing. They guide the marketers who want to expand the horizons of their business all over the world. Oasis is carrying out a survey to know and analyze the international marketing issues in the current era. What are your suggestions to 'Oasis' in this regard ? 7

OR

- (c) What are various labour issues in the context of international marketing ? 7
(d) Social responsibility of business is of utmost significance. International marketers have so far contributed for social or a noble cause. There's a new trend of approaching the native people for CSR activities. Affection and bond with native citizens in turn provides a competitive advantage to international marketers. What are your suggestions to strengthen this bond ? Justify. 7
3. (a) What are the international distribution strategies ? 7
(b) Augmented level of a product is a crucial parameter in the international business. Possible product augmentations improve a product and the customers are with a satisfaction of receiving and experiencing beyond expectations. Consider a product of your choice and elaborate its possible augmentations. Justify. 7

OR

- (c) Illustrate international product decisions. 7
(d) Some foreign universities have collaborated with Indian universities and colleges. This is good as it creates a win-win situation. Together, everyone achieves more results. What do you feel are the potential levels of this service product which is about to go international ? Elaborate. 7

SECTION—C

4. (a) Illustrate global strategic planning in detail. 7
(b) What are the main factors to consider in assessing the dominant political climate within a country ? 7

OR

- (c) Elaborate different market coverage strategies. 7
- (d) Explain the possible negotiation strategies in the view of international marketing. 7

SECTION—D

5. The legend Nilima Mishra, a Magasaysay Award Winner who contributed in the microfinance sector to uplift the lifestyles of rural people thought of a holistic approach to implement in reality what she had thought.

One feature of this constructive effort was helping the rural Indian women to stand on their own feet through manufacturing of 'godhadis' - a traditional Indian blanket made up of rags and torn old cloth at home.

Nilima Mishra united the rural women, guided them, trained them, taught them everything to give these 'godhadis' [blankets] a touch of modernism and create a good word of mouth. Today, hundreds of women have woven and made these blankets. The production is a huge one. They have reached all over India and in some countries abroad. The blankets are smooth, multi-coloured, quality revealing and with the essence of Indian culture and heritage. The only drawback is a well planned thorough marketing way to take the business abroad and to make this business truly international is not yet pioneered. If they make themselves well-equipped with a long-run healthy marketing approach, this business will create a brand cult.

- (a) Analyze the case. 7
- (b) What are your suggestions for this business to go truly International ? 7