

Companies like Gillette, Coke, Cadbury's have brands that are recognised across the globe. While many of these products that these businesses sell are targeted to a global audience using a consistent marketing mix. It is also necessary to understand regional differences, hence the importance of international marketing.

Organisation must accept that the differences in values, customs, languages and currencies will mean that some product will only suit in certain countries and that as well as there being global markets.

There are various regional differences. For example, advertising in China and India need to focus on local language. Just as the marketing environment has to be assessed at home, the overseas potential of the market has to be carefully scrutinised.

Finding relevant information takes longer because of the uniformity of some locations. The potential market size, degree and type of competition, price, promotional differences, product differences as well as barriers to trade have to be analysed alongside the cost effectiveness of various types of transports. The organisations that has to assess the scale of the investment and consider both short and long term targets for an adequate return.

Questions :

- (A) By considering above case, analyse the effect of technological advancement in International trade. 7
- (B) How market potential can be assessed in the International business ? 7

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M.B.A. (Semester—IV) Examination

INTERNATIONAL MARKETING ENVIRONMENT

Paper—MBA/4206/SM

Time : Three Hours]

[Maximum Marks : 70

Note :— (1) Attempt ALL questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (A) What do you mean by International Marketing ?
How is international marketing different from domestic marketing ? 14

OR

- (B) Define the term International Marketing. Explain the detail its scope. 14

SECTION—B

2. (A) What are the distinguishing features between Bilateral Trade Agreement and Multilateral Trade Agreement ? 7
- (B) ABC Company deals into ready to eat snacks. They have tested success in Indian market. Now company is going through expansion plan and wish to enter into foreign market where Indian

population is large. Suggest various modes that company should consider to enter into foreign market. 7

OR

- (C) Explain Export and Import policy in brief. What are the salient features ? 7
- (D) Mr. Nitin deals in the business of exporting wine product to Shri-Lanka. He is currently approved by a Shri-Lanka based business house with a big order of wine. He has formed an agreement for the same. Suggest suitable mode of payments available to Mr. Nitin. 7
3. (A) Explain the role of EPC and ECGC for promoting export business in India. 7
- (B) XYZ Ltd. deals in milk and milk products. They want to start exporting there range of products. As a business analyst which government bodies can assist the firm in this new expansion plan and explain role of these government bodies. 7

OR

- (C) Explain in detail Export Documentation Process for carrying out export business from India. 7

- (D) “Shine Electronics Ltd.” runs a business of CCTV installation and after sales service at Bengluru city. Now company thinking to import CCTV cameras directly from South Korea. As a business partner of ‘Shine Electronics Ltd.’, suggest suitable plan and procedure of importing and its documentation to the firm. 7

4. (A) Explain the concept of Letter of Credit and Bank Guarrantee. 7
- (B) Mr. Shah is a grain merchant. He has decided to export the surplus production of grains and pulses he stocked to the trading partner in Bangladesh and Bhutan. Suggest suitable mode of payment to Mr. Shan. Justify your answer. 7

OR

- (C) What do you mean by Bill of Exchange ? Explain in brief various Bills of Exchange. 7
- (D) You are running a consultancy who advises about EXIM policies. Your friend requested to guide him regarding shipping and transportation of Herbal Medicament business. Suggest suitable procedure with proper justification. 7

SECTION—C

5. International Marketing involves recognising that people all over the world would have different needs.