



PG – 883

IV Semester M.B.A. Degree Examination, July 2017

(CBCS)

Management

4.3.2 : INTERNATIONAL MARKETING STRATEGY

Time : 3 Hours

Max. Marks : 70

Instruction: Answer all the Sections.

SECTION – A

Answer **any five** of the following questions. Each question carries **five** marks. (5×5=25)

1. Explain the process of marketing communication in International context.
2. Briefly describe the process of International Marketing Research.
3. As a newly export manager, you have received an export order for export of basmati rice to Saudi Arabia. Write down the steps you will take for executing the Export Order.
4. Discuss the significance of pricing decision in International market with specific reference to developing countries.
5. What are the characteristics of emerging markets ?
6. Briefly explain the process of International market segmentation.
7. Explain the various sales promotion tools in International marketing.

SECTION – B

Answer **any three** questions. Each question carries **ten** marks. (3×10=30)

8. "Globalization has been a powerful driving force which has brought convergence in the tastes and preferences of the consumers around the world. Despite this fact, transporting techniques from domestic market may not necessarily yield results even if the new market seems very similar". Critically evaluate the statement, identify the major hindrances in formulating global marketing strategies and means to overcome them.

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9. XYZ Company has been operating in Kenya for the last 10 years. The company deals with soft drinks and over the recent years the company has experienced and increased demand in its products. After carrying out research the company has decided to extend its market to neighboring Uganda to tap on the opportunities there. Discuss the internal factors to be considered by the company deciding to go global for the first time.
10. "Operating in International markets is much more complex than marketing domestically". Critically evaluate the statement with suitable examples.
11. Marketing managers need to be very sensitive to culture if their promotion efforts are to yield results in global markets. Discuss the five dimensions of culture and how they affect promotion efforts.

SECTION - C

12. **Compulsory Section :** (1×15=15)

Case Study :

Suggest a suitable "Foreign market entry strategy" for the following. Justify your answer.

- An Indian Steel company planning to get into Overseas market.
- A ready-made garment small scale Indian manufacturer willing to enter United States of America market.
- An Internationally reputed Fast Food Chain – Quick Service Restaurant (QSR) willing to enter Indian markets.