MBA SEMESTER III EXAMINATION, 2017 (W)
Paper – MBA-GE–MM-14
International Marketing

Time: 3 hours

Maximum marks: 75

Answer any five questions out of the following eight. Each question carries 15 marks

1. An international marketer has to find out a trade-off between standardized and customized products as it is difficult to evolve a global product'. Do you agree with the statement? Justify your answer with a suitable example. Discuss the Mandatory requirements that lead to product adaptation.

2. What is the difference between "agents" and "merchant intermediaries"? Discuss their types and also explain criteria for selecting a good distributor in international market.

3. Companies tend to begin their internationalization process in countries that are culturally very close. For instance, U.S based companies would enter Canada and/or the United Kingdom first, before moving on to other countries. The so called psychic distance between the United States and Canada (or Britain) is small given that these countries are supposedly very similar. A recent survey, however, found that only 22 percent of Canadian retailers felt that they were operating successfully in the United States. What would be the possible reason for that? Differentiate between High and Low-context cultures. Discuss Hofstede's Culture typology in detail.

4. In Russia, Procter & Gamble markets Tide, its U.S. premium laundry detergent brand, as an economy brand with the slogan ''Tide is a guarantee of clean clothes.'' Except for the brand name and the product category, all aspects of the products (formula, price, targeting and positioning) are different between the U.S. and the Russian product. What might be the rationale behind this strategy? Discuss targeting and positioning strategies for International Marketing?

5. As an international marketing manager of Ready-made Garments exporting firm to European Market, identify different modes of entry for ready-made garments in Europe. In your opinion, which mode of entry should be adopted? Give reasons to justify your answer.

6. What are various Driving and Restraining Forces Affecting Global Integration and Global Marketing? Discuss different types of Management Orientations that affects International Business.

7. Discuss various product promotional strategies used in international market? What are various approaches for product launch approaches in international market?

8. If consumer price for a particular product is 1100 (includes VAT@10%), retailers margin is 25% on net price, wholesaler margin is 12% on retail price and margin to importer is 10%,

   Calculate

- Net price
- Price to wholesaler
- Landed cost