DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT &BUSINESS STUDIES
JAMIA HAMDARD

Even Semester Examination (Online) June 2021

MBA [Semester IV]

Paper Name: International Marketing MM: 75

Paper Code: MBA-GE-MM-14 Time: 03Hours

Email Id of the Examiner: snisa@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: mba4june2021@gmail.com
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Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
  Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-IV-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: "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, countries still differ a lot and many times companies do blunder while designing international marketing strategy." Critically evaluate the statement, identify the major hindrances in formulating global marketing strategies and means to overcome them.

Q2: Dr. Reddy's Laboratories Ltd., is a famous pharmaceutical company in India, with a large trained sales force. To become number one pharmaceutical company worldwide, they have decided to focus on their international distribution channels. What are the important factors that they should consider while designing a channel? What are the Criteria for selecting a Distributor in International Markets? Discuss.

Q3: A small Manufacturing Unit in handicraft sector located in Bhilai in Durgapur is desirous of international expansion. The entrepreneur has little knowledge about international markets and way to enter. In your opinion, which mode of entry should be adopted? Give reasons to justify your answer.

Q4: Pricing strategies plays an important role in deciding the profitability and overall growth of the company. A small company having surplus production wants to enter international market. Suggest the suitable pricing strategy to the company. Justify your answer.

Q5: An Indian Company selling leather items has recently entered USA. However, company is finding it difficult to do market segmentation, targeting & positioning there. Being an International Marketing Expert, you are hired by the company to do the same. Your job is to prepare a report covering segmentation, targeting & positioning of leather items in US market.

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