

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017

SUBJECT: ELECTIVE-V INTERNATIONAL MARKETING (INTERNATIONAL BUSINESS)

Day : Wednesday
Date : 27/12/2017

W-2017-4230

Time 02.00 PM TO 05.00 PM
Max.Marks:70

N.B.

- 1) Attempt ANY FOUR questions from section-I and attempt ANY TWO questions from section-II
- 2) Figures to the right indicate FULL Marks.
- 3) Both Sections should be written in the SEPARATE answer book

SECTION-I

- Q.1 Explain the components of EPRG Framework. (10)
- Q.2 Identify the probable sources of information about the International markets. Which are the main challenges likely to be faced by researchers in International markets? (10)
- Q.3 Discuss the factors which encourage Adoption and Standardization. (10)
- Q.4 Marketing communication in International markets are complex because of the cultural and linguistic background of the target audiences. (10)
- Q.5 Write short note on ANY TWO of the following: (10)
- a) Packaging Strategies
 - b) Role of shipping Corporations
 - c) Determinates of pricing
 - d) Types of Intermediaries

SECTION-II

- Q.6 Only a decade back, Two-wheelers from China threatened the Indian companies in the Indian market. Chinese companies were underpricing to out-compete Indian vehicles. Finally this bid by the Chinese companies was defeated by Indian companies. Explaining the reason for this marketing success the Indian marketing strategist said, "They used one 'P' we used the other six 'Ps'". Discuss (15)
- Q.7 Media manager of a world class advertising agency with offices in every continent said, "Conventional advertising media are rapidly getting much more expensive and much less effective". What alternative media or their mix will you suggest? (15)
- Q.8 'DIL-MAH' is the famous Shri Lankan brand of tea having a big market share in southern India. However their share in the market dropped, after one Shri Lankan soldier hit Shri Rajiv Gandhi the then Prime Minister of India at a march past in Shri Lanka. Such incidences can seriously impact a company's marketing fortunes in a foreign countries. How can such developments be avoided or overcome using marketing methods? Discuss. (15)

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