

Code: 14E00408

MBA IV Semester Supplementary Examinations November/December 2017

INTERNATIONAL MARKETING

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 What is international marketing environment? Explain the differences between international and domestic marketing.
- OR**
- 2 Examine the economic, political, technological and cultural factors associated with international marketing.
- 3 Critically discuss the factors that determine the choice of market entry mode. Support your answer with examples.
- OR**
- 4 Explain the differences between franchising, licensing and foreign direct investment, in terms of ownership, control and risk.
- 5 Describe the different types of international product strategy with examples.
- OR**
- 6 How do governments affect product adaptation decisions of firms?
- 7 The forces of globalization have continued to propel organizations to invest in strong brand names through advertising. Why do you think this is the case?
- OR**
- 8 Argue for and against the use of the corporate name in global branding.
- 9 Export assistance and incentives are widely employed strategy of export promotion. Explain.
- OR**
- 10 Export decisions of a firm depend on the EXIM policy of India. Briefly explain the highlights of EXIM policy of India.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

Case study:

Toyota offers a full line of cars for the US market from family sedans to sports utility vehicles to trucks and minivans. It has products for different price points, from lower cost Scions to mid-priced Camrys to the luxury brand Lexus. Designing the different products means listening to different customers. Toyota learnt that Scion's target age group of 16-24 years wanted personalization. So it let its customers choose from 40 customization elements at its showrooms, from stereo components to Wheels and even floor mats. It started marketing its car at music events where 'young people feel comfortable hanging out and not a place where they just go stare at a car'. In marketing the brand Lexus defined perfection, comfort, size, dependability. The reason behind the success of Toyota is lean manufacturing. It can make 8 different models of the car at the same time bringing huge increase in productivity. In 2006 it had the highest sales of cars. All that changed in 2010-11 A variety of problems like sticking acceleration pedals to sudden acceleration, braking system affected many Toyota brands including Lexus, Camry, Corolla, Prius. Many cars were recalled. Market share fell by 4%. Hoping to bring back the customers the company offered incentives like 2 years free maintenance and 0% finance. Now it can be comforted by the fact that it continues to grow and lead using lean manufacturing and environmental friendly technologies.

Questions:

- (a) Toyota has built a huge manufacturing company that can build millions of cars each year for a wide variety of customers. Why was it able to grow so quickly, more than other car companies?
- (b) Did Toyota do the right thing by manufacturing a car for every segment?