



Code: 14E00408

MBA IV Semester Regular &amp; Supplementary Examinations May 2018

**INTERNATIONAL MARKETING**

(For students admitted in 2014, 2015 &amp; 2016 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

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

- 1 What is meant by competitive advantage? Explain, giving examples as to how globalization presents companies with unprecedented opportunities to reconfigure themselves.  
**OR**
- 2 Describe how the global marketing strategy is different when compared to that of single country marketing.
- 3 Walt Disney company has successfully adapted licensing as a market entry mode in different countries. What are the advantages of using licensing as entry mode?  
**OR**
- 4 Joint ventures are becoming very popular as entry mode into foreign markets. Why is this strategy so attractive to companies interested in entering other markets in the world?
- 5 It is reported that packaging aesthetics are important to Japanese. What are aesthetics and why those are important considerations in global product marketing?  
**OR**
- 6 If a label on a product states "Made in Thailand", and a similar product has a label "Made in Germany", then why do consumers consider the latter to be better than the former? What difference does a label make in the perception of a consumer?
- 7 How do specialty retailers differ from "hypermarkets", "supercenters" and "convenience stores"? Why some businesses are called "category killers"?  
**OR**
- 8 Dell's rise to a leading position in the global PC industry was based on Michael Dell's decision to bypass conventional channels by selling direct and by customizing computers. Discuss the importance of channel innovation, giving examples of piggyback marketing in emerging markets.
- 9 Discuss the role played by export credit guarantees in improving the international trade.  
**OR**
- 10 Indian GDP is substantially contributed by export services; explain your answer with suitable examples.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

**11 Case study:**

ABC Soft Drinks Ltd., was established in 1990. The company was manufacturing a soft drink name Asha since its inception. As the competition is increasing day by day, more and more MNCs are entering in the soft drinks fray and new products are being launched. The company also wants to develop new drinks. The company is interested to introduce two new fruit flavours to its soft drinks line. There are four possible flavours to choose from. You are assigned the job to set up an experiment that will help the company in identifying the two flavours, which should be chosen. It is decided at a high-level committee that the drinks with new flavor will be sold in soft drinks stores, convenience stores and supermarkets in India.

**Questions:**

- (a) Elaborate the systematic procedure that will be followed by you.

