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Total No. of Pages : 02

Total No. of Questions : 17

MBA IB (2018 Batch) (Sem.-3)
INTERNATIONAL MARKETING
Subject Code : MBAIB-303-18
M.Code : 77003

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

- 1) Define International Marketing.
- 2) Identify advantages of outsourcing international marketing research.
- 3) Highlight functions of packaging for international markets.
- 4) What are the features of a good brand name for international markets?
- 5) Highlight relative advantages of local vs. global advertising.
- 6) Suggest ways to overcome language barriers in international promotions.
- 7) What is the meaning of exit strategies from international markets?
- 8) Suggest ways to reduce conflicts between headquarters and subsidiaries?

SECTION-B**UNIT-I**

- 9) Outline the scope of international marketing research, with examples.
- 10) What factors you will keep in mind while analysing global business opportunities? Elucidate with suitable illustrations.



UNIT-II

- 11) Highlight important considerations while developing a global product. Outline the various stages of introducing a new Product for global markets, with suitable illustrations.
- 12) Identify various factors affecting pricing decisions for international markets. Describe alternative pricing methods used for international markets with illustrations.

UNIT-III

- 13) Outline the structure of the global distribution system, with suitable illustrations.
- 14) Highlight salient features of various elements of the global promotional mix giving suitable examples.

UNIT-IV

- 15) Critically examine alternative global market entry strategies with illustrations.
- 16) a) Highlight the characteristic features of various types of organisational structures for international markets.
b) Outline important factors to be kept in mind while making country selection for international marketing operations.

SECTION-C

- 17) Please read the case “Symphony Metals” below and answer the questions based on it :

Symphony Metals Ltd. was formed some twenty years ago by a metal-processing manufacturer based in Mumbai. The company manufactures bathroom fixtures and fittings, principally for plumbing applications (including taps, joints and shower fittings). A wide range of end users exist, including domestic householders and industrial/ institutional buyers.

The company exports its products to a number of countries in Europe and America. In the last year it achieved market share of 6 per cent in Germany, 10 per cent in France and 3 per cent in Belgium. In addition, 5 per cent of total production was shipped to a major wholesaler in Miami, U.S.A. The wide range of fittings varies in size, style, colour, metal and plastic finishings to occupy bottom and top end market positions.

A feasibility study has recently been completed to assess the potential of the UK market. Encouraging results have now stimulated the company to pursue actively the UK market with a target date for entry in ten months time.

Questions :

- a) Recommend alternative methods of market entry into UK market
- b) Suggest suitable international marketing mix strategies for UK market

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.