

Code: 14E00408

MBA IV Semester Supplementary Examinations May 2019

INTERNATIONAL MARKETING

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

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 Discuss various objectives of international marketing along with challenges involved in international marketing.

OR

- 2 “Scanning of global economic environment is essential for international marketing”. Comment.

- 3 Suggest a suitable foreign entry marketing strategy for the following. Justifying your answer.

(i) Small scale Indian garment manufacturer willing to enter US market.

(ii) An Indian software company planning to enter overseas markets.

OR

- 4 Evaluate the foreign direct investment in India after the liberalization policy.

- 5 Elaborate various product strategies for international markets.

OR

- 6 Explain the concept of international product life cycle (IPLC) with appropriate examples.

- 7 Explain global advertising Vs country specific advertising.

OR

- 8 How would you select an agent to represent you in a foreign country? Explain with suitable examples.

- 9 State the contents and explain the significance of the following documents:

(a) Bill of lading.

(b) Letter of credit.

OR

- 10 Write a detailed note on export procedures and documentation.

SECTION – B

(Compulsory Question, 01 X 10 = 10 Marks)

- 11 **Case study:**

KFC, a fast - food operator, faced immense resistance from some politically active consumer groups when it opened its operations in India. One group proclaimed that opening KFC outlets in the country would propagate a “junk-food” culture.

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Others proclaimed that this way “the return of imperialistic powers” and was an attempt to “Westernize the eating habits” of Indians. Overzealous local authorities in the city of Bangalore used a city law restricting the use of MSG (a food additive used in the chicken served by KFC) over a certain amount as a pretext for temporarily closing down the outlet, despite the fact that the authorities did not even have the equipment to measure the MSG content in the proportions stated in law. In the capacity city of new Delhi a KFC outlet was temporarily closed down because the food inspector found a “house-fly” in the restaurant. Both of these issues got resolved through hectic consultations with these consumer groups and through legal orders issued protecting the interests of the outlets.

Questions:

- (a) In view of the above situation, critically examine the impact of social and political environment on a firm's operation in international marketers.
- (b) After completion of your MBA, suppose you have been appointed country manager (Indian Operations) in KFC, what steps would you take to cope up with the situation?

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