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M.B.A. DEGREE EXAMINATION, MAY – 2018**Third Year****D-INTERNATIONAL MANAGEMENT (Optional)****International Marketing****Time : 3 Hours****Maximum Marks :70**

SECTION - A**Answer any three questions.****(3 x 5 = 15)**

- Q1)** a) Nature of International Marketing.
- b) Monetary environment.
- c) FTZs
- d) International distribution and sales policy.
- e) Marketing segmentation in international business.
- f) International marketing planning.

SECTION - B**Answer any three questions.****(3 x 15 = 45)**

- Q2)** Explain scope and size of International markets.
- Q3)** Discuss the effect of socio-cultural environment on International business.
- Q4)** Explain factors effecting International business under economic environment.
- Q5)** Explain export documentation process in detail.
- Q6)** What is transfer pricing? Explain various methods of fixing transfer price.
- Q7)** Explain the role of International marketing research.

SECTION - C
(Compulsory)

(10)

Q8) Case Study:

Women's individual sports, such as golf and tennis, have been successful for many years. The same cannot be said for team sports. At least three attempts have been made to establish women's basketball leagues. All have failed. So, why would anyone try again?

Because the marketing environment has changed.

Women's collegiate sports programs have expanded tremendously in recent years. This has produced a new generation of women athletes and fans. And, the stunning success of women athletes at the 1996 Summer Olympic Games in Atlanta added to this interest. The result is the formation of four new women's professional leagues being formed since the Olympics.

One is the Women's National Basketball Association (WNBA). The tip-off of the WNBA will be in June 1997. The league will consist of eight teams operated by NBA teams in eight cities. The Western Conference includes the Los Angeles Lakers, Phoenix Suns, Sacramento Kings, and Utah Jazz. The Eastern Conference teams are the Charlotte Hornets, Cleveland Cavaliers, Houston Rockets, and New York Knicks. The season begins after the NBA playoffs in June and concludes with a championship game on August 30.

The WNBA is working hard to make the new league a success. It will advertise during the NBA's regular season and playoff games. NBC, ESPN, and Lifetime Television will each show one game each week. Four inaugural sponsors have been secured: Lee Jeans, Champion, Anheuser-Busch, and Spalding Sports Worldwide. Other sponsors will be added in the future. The sponsorship package includes advertising during televised games and in WNBA print media, signage in each arena, player appearances, and exclusive rights to the WNBA logo. Each company will develop its own marketing campaign around the sponsorship package.

Even with all of this marketing effort, everyone expects it to take time to get the WNBA firmly established. Estimates are that initial attendance will average about 4,000 per game. This is obviously well below the many thousands of fans that attend most NBA games. As suggested by Brian Donlon, vice president of new media and public affairs for Lifetime Television: "this is a slow build. While there has been an explosion in the interest in women's sports, we are looking at this as something we are in for the long haul."

Questions:

- a) What trends in the marketing environment represent opportunities for the WNBA?
- b) What trends in the marketing environment represent threats to the WNBA?
- c) Why would companies such as Lee Jeans, Champion, Anheuser-Busch, and Spalding Sports Worldwide want to be sponsors of the WNBA?
- d) What is your assessment of the marketing strategy for the WNBA? What ideas do you have to improve the marketing strategy?

