

Code No: MB943/R09

MBA IV Semester Supplementary Examinations, June-2016

INTERNATIONAL MARKETING

Time: 3 Hours

Max. Marks: 60

*Answer Any **FIVE** Questions
 All Questions Carry Equal Marks
 Question No. 8 is Compulsory*

1. a Define global market. 2
 b What is the difference between international and domestic marketing? 10

2. Describe the following:
 a Social and cultural environment. 6
 b Political and legal environment. 6

3. Discuss the following.
 a Marketing in third world countries. 4
 b International market segmentation and targeting. 8

4. Write a short note on the following.
 a Entry strategies of Indian firms. 8
 b Direct exporting. 4

5. a What are the steps involved in international new product development? 6
 b Describe various types of branding decisions for domestic and international markets. 6

6. a Explain about different strategies used in international distribution channels? 10
 b Explain sales promotion. 2

7. a What is Grey market? What are the problems associated with it? 6
 b What is transfer pricing? What are the complexities involved in it? 6

8. **Case Study** 12

The concept of product patent for pharmaceutical products is likely to make the life saving medicines beyond the reach of the poor and deprived section of the society around the world. a number of African countries have been worst hit by the spectre of AIDS. CIPLA, an Indian pharmaceutical company has offer to market anti AIDS medicine at one-tenth the cost of which it is sold by global pharmaceutical firms. However, due to the product patent laws, substantial controversy has been generated around the globe on ethical grounds.

Question:

In your opinion. Is it correct to deprive the needy population of the latest scientific inventions crucial for saving human life? Prepare and discuss an international marketing strategic plan to deal with the issue.
