

Code No: MB164D/R16

MBA IV- Semester Regular Examinations, April-2018

GLOBAL MARKETING MANAGEMENT

TIME: 3 hrs

Max. Marks: 60

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

1. a) Explain the scope and significance of Global Marketing?
b) Write about the driving and Restraining forces of global Markets?
2. a) Describe about various entry strategies for capturing Global markets?
b) What do you mean by Global Market Segmentation? Explain the basis for Segmenting Global Markets?
3. a) Explain the concept of International Product Life Cycle?
b) Briefly discuss about factors effecting Global pricing decisions? Explain few pricing Strategies?
4. a) What factors do you consider to choose a Foreign Country Market Intermediary? And Explain why?
b) Write about the EXIM policy of India?
5. a) State the prerequisites to get an Export License?
b) Write about the preliminary documents required for Exporting?
6. a) Explain in detail about International Product Planning?
b) How do you conduct a Global Marketing Research? Explain the process?
7. a) Explain about Global Promotional Mix?
b) Explain the significance of Global Branding and Advertising?

Code No: MB164D/R16

8. Case Study (compulsory):

Two senior executives of the world's largest firms with extensive holdings outside the home country discusses like

Company A: "We are a multinational firm. We distribute our products in about 100 countries. We manufacture in over 17 countries and do research and development in 3 countries. We look at all new investment projects both domestic and overseas, using exactly the same criteria".

The execution from company A continues, of course most of the key posts in our subsidiaries are held by home-country nationals. Whenever replacements for those men are sought, it is the practice, if not the policy, to look next to you at the head office and pick someone (usually a home country national) you know and trust.

Company B: "We are multinational firm. Only 1% of the personnel in our affiliate companies are non-national. Most of these are US executives in temporary assignments. In all major markets, the affiliate managing director is of the local nationality."

He continues "Of course there are very few non-Americans in the key posts at head quarters. The few we have so Americanized that we usually do not notice their nationality. Unfortunately, you cannot find good foreigners who are willing to live in the US, where our head quarter is located. American executives are more mobile. In addition, Americans have the drive and initiative we like. In fact, the European nationals would prefer to report to an American rather than to some European".

Questions:

- a) Which company is truly multinational?
- b) What are the attributes of a truly multinational company?
