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14MBAMM412

Fourth Semester MBA Degree Examination, June/July 2018
International Marketing Management

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What do you understand by Global Localization? (03 Marks)
- 2 What is Multi – Cultural Research? (03 Marks)
- 3 Explain the term Boundary less marketing. (03 Marks)
- 4 Explain International Retailing. (03 Marks)
- 5 What are the needs of Exports Assistance? (03 Marks)
- 6 What is Transfer pricing? (03 Marks)
- 7 Explain the limitation in Global market. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is problem in gathering primary data in International marketing? (07 Marks)
- 2 What are the challenges in Cross – Cultural Communication? (07 Marks)
- 3 Elaborate various product strategies for International marketing. (07 Marks)
- 4 Define International Advertisement and explain the effect of global advertisement in International Marketing. (07 Marks)
- 5 Explain the challenges in International Marketing Research. (07 Marks)
- 6 What is the major consideration a firm should have in mind while deciding its marketing entry? (07 Marks)
- 7 What do you understand by Strategic Alliance? Discuss about its advantages and disadvantages. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain Export Documentation in detail. (10 Marks)
- 2 Explain various modes of entry in International Marketing. (10 Marks)
- 3 What are the factors that influences the channel decision in International Marketing? (10 Marks)



14MBAMM412

- 4 Explain how to Evaluate International Marketing performance. (10 Marks)
- 5 International Marketing Environment is dynamic. Do you agree? (10 Marks)
- 6 What are the types of economic system in the global environment? (10 Marks)
- 7 What are the different types of Non – Tariff Barriers used by the government to check International trade? (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Mahindra and Mahindra (M & M) is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years, the tractor market in India has been stagnating during 2011 – 2012.

M & M had been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad.

M & M has a 100 percent subsidiary in USA. Mahindra USA, with a strong network of 100 dealers. Mahindra has a five percent market share in the US market in the 28-30 horse power (HP) range.

As a part of the strategy aimed a building a global supply chain, Mahindra USA has signed a memorandum of understand (MOU) with the Korean tractor Major Tong Yang, a part of the \$10 bn Tong Yang Moolsam group, according to which Mahindra will source high horse power (mostly 25 - 40 hp range) and sell them around the world under the M & M brand name. To start with the premium range of tractors will be sold in US. M & M's current tractor range is more utility oriented and lacks the aesthetic appeal that Tong Yang's tractors have, a must for a strong presence in the US market.

Questions :

1. What are the advantages and disadvantages of global sourcing? (05 Marks)
2. How will the foreign market – expansion help M & M? (05 Marks)
3. How does the strategic alliance with Tong Yang benefit M & M? (05 Marks)
4. What are the possible risks of the alliance? How can they be overcome/minimized? (05 Marks)
