



CBCS SCHEME

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18MBAMM406

Fourth Semester MBA Degree Examination, Aug./Sept. 2020

International Marketing Management

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. Define International marketing. (03 Marks)
b. Explain the challenges faced by International marketers. (07 Marks)
c. Differentiate Domestic v/s International markets. (10 Marks)
- 2 a. Write a note on WTO. (03 Marks)
b. Explain the Absolute Advantage Theory. (07 Marks)
c. Explain the Porter's Diamond Model. (10 Marks)
- 3 a. What are INCOTERMS? Give examples. (03 Marks)
b. What are the resource for entering foreign markets. (07 Marks)
c. Explain the various market entry strategies adopted by International marketers. (10 Marks)
- 4 a. Explain derived demand. (03 Marks)
b. Explain COUNTER TRADE and TRANSFER PRICING. (07 Marks)
c. Briefly explain the planning process adopted in international marketing. (10 Marks)
- 5 a. What is parallel importing? (03 Marks)
b. Discuss Green marketing and its implications on product development with respect to international markets. (07 Marks)
c. Explain the various types of International pricing strategies. (10 Marks)
- 6 a. Explain sporadic dumping. (03 Marks)
b. Explain the importance of trade shows with respect to international markets. (07 Marks)
c. Discuss various international distribution channels. (10 Marks)
- 7 a. What is letter of credit? Explain. (03 Marks)
b. Explain the issues in primary data collection in global research. (07 Marks)
c. Explain the various retail formats in International markets. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.



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8 Gillette has been a pioneer in the shaving products category since 1900 and has since been the world leader in this category. Most of the Gillette products are inter dependent in demand production and consumption. Razor's contribute very low revenue to the company turnover, whereas razor blades contribute almost 90% of the company's turnover. Gillette Indias has a market share of 60% in blades and razors in India. The composition of Srilanka's shaving market suggests that disposable razors accounted for 67% of the market share followed by double – edged glades (32%) and twin blades (1%) in 1990. Gillettes market share was meager (7%).

Srilanka has a population of 19 million that is growing at 1.3% annually, with a per capita GDP of YS \$ 850. The male population in Srilanka is about 75% of which 60% males are above 15 years of age. This gives a broad indication of good market potential in Srilanka.

Gillette management is desirous of making in order in the Srilanka's market of razors.

Questions :

- a. Work out the detail in type of information required for conducting the research. (05 Marks)
- b. List the sources one could tap for compiling secondary – level data base of information. (05 Marks)
- c. Prepare a detailed market research plan to help Gillette India make in order in Srilanka's razor market. (10 Marks)

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