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18MBAMM406

Fourth Semester MBA Degree Examination, November 2020 International Marketing Management

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. Define International Marketing. (03 Marks)
b. Differentiate International with Domestic marketing. (07 Marks)
c. World trade routes are bringing world together. Discuss. (10 Marks)
- 2 a. Define International Marketing Research. (03 Marks)
b. Explain Porter's diamond theory of international marketing. (07 Marks)
c. Write a note on Research on Internet. (10 Marks)
- 3 a. Define Green Marketing. (03 Marks)
b. Write a note on Global Marketing Management. (07 Marks)
c. Discuss the benefits of Global Marketing Environment. (10 Marks)
- 4 a. What are the components of product? (03 Marks)
b. Write a note on International Packaging. (07 Marks)
c. Explain the modes of Entry to Foreign Markets. (10 Marks)
- 5 a. What is Multi Cultural Research? (03 Marks)
b. Explain the Global Pricing framework. (07 Marks)
c. Explain Global Marketing Environment. (10 Marks)
- 6 a. What is market skimming? (03 Marks)
b. Explain the channel decision process. (07 Marks)
c. Explain sales promotion in International Marketing. (10 Marks)
- 7 a. Define Balance of Trade. (03 Marks)
b. Explain the issues in International retailing. Explain. (07 Marks)
c. Explain product life cycle in international marketing. (10 Marks)
- 8 ABC Ltd. is a fast growing FMCG company planning to introduce a new product in soap segment. Emerging technology is applied to bring out the new product with attractive design. The product manager is interested to use box container with glass paper to attract the youngsters. The company is targeting the upper class and middle class people with the help of private TV channels, popular magazines and online service.

In order to cover the market, the marketing strategy has been designed with high level promotional tools. The top executives of the company are planning to introduce their new product in a public meeting at all the state capitals. The company has decided to invite the famous film stars and leading sports star to launch their new product.

Questions:

- a. Explain the importance of marketing strategies involved in the case. (10 Marks)
- b. Which is the best media for the target customer? Substantiate. (10 Marks)

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