



IV Semester M.B.A. Degree Examination, July 2018
(CBCS Scheme)
MANAGEMENT

4.3.2 : International Marketing Strategy

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five of the following questions. Each question carries 5 marks. (5×5=25)

1. Draw a line of distinctions between International Marketing and International Business.
2. What are the essential conditions for international trade according to Comparative Cost Theory ?
3. What are the sources of information for targeting International destinations ?
4. Explain the features of Strategic Alliances as an International Market Entry Strategy.
5. What are the challenges in International branding ? Explain with example.
6. What are the options for International Channel of Distribution for a MNC ?
7. Explain the objectives of forming regional trade blocks ?

SECTION – B

Answer any three of the following questions. Each question carries 10 marks.

(3×10=30)

8. Discuss the domestic and international factors which cause a company to go for International Marketing.
9. Explain with examples the impact of cultural and legal factors on International Marketing strategy of a firm.
10. Explain the Adaptation and Standardisation of Marketing Mix in International Marketing.
11. Discuss the characteristic features of International Product Life Cycle (IPLC).



SECTION – C
(Compulsory)

12. Analyse the case and answer the questions given below.

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Pepsi Co's strategy in the US is to focus on growing its healthier brands and non-carbonated drinks. Internationally, it is focusing on emerging markets, especially China, India and Russia. The lesson from China has been that, although carbonated beverages were targeted as the main product to lead sales, Chinese consumers have shown preferences for bottled water, juices and tea. This seems to indicate that it would be wrong to assume that consumers in developing markets opt first for carbonated drinks, and acquire a taste for alternatives as they become more affluent. Strategy must adapt to tastes in differing markets, where there are usually strong local brands well established.

Pepsi Co has been able to add new businesses and products by its strategy of diversification, allowing it to respond to changing consumer needs with a wide portfolio of products. In particular, it has added bottled water, snack foods (through the acquisition of Frito-Lay and Quaker Oats), juices (through the acquisition of Tropicana), and the sports drink Gatorade (as part of the Quaker Oats portfolio). These products reduce its dependence on traditional carbonated drinks. They also diversify the range of products for health conscious consumers. By comparison, Coke has remained more dependent on its flagship carbonated drink, Coke. Although it has expanded into more markets internationally than Pepsi Co, it has been slow to diversify into healthier products.

Questions.

- 1) Discuss Pepsi Co's current strategy in both its home market and international market.
- 2) How has Pepsi Co's diversification strategy proved to be advantageous in comparison to the strategy of Coca-Cola ?
- 3) What are the strengths and weaknesses of the Pepsi Co and Coca-Cola in international markets ?