



**PG-623**

IV Semester M.B.A. (CBCS) Examination, July - 2019

**MANAGEMENT**

**4.3.2 : International Marketing Strategy**

11017

Time : 3 Hours

Max. Marks : 70

**SECTION - A**

Answer **any five** questions, each carries **5** marks.

**5x5=25**

1. Describe various reasons for a firm to enter International Markets.
2. Explain the concept of EPRG model in the evolution of global marketing with the help of suitable examples.
3. Distinguish between International Licensing and International Franchising with suitable examples.
4. What are the creative challenges in International Advertising ?
5. What are the various forms of International Pricing Strategies ?
6. Write short notes on :
  - (a) BRICS
  - (b) Dumping
7. As a first time exporter of handicrafts from India, which mode of payment would you prefer ? Justify your answer with reasons.

**SECTION - B**

Answer **any three** questions, each carries **10** marks.

**3x10=30**

8. Explain social and cultural environment of International Marketing. Discuss the social and cultural factors affecting International Marketing Operations.
9. Briefly describe the process of International Marketing Research.



10. Explain the concept of contract manufacturing. Illustrate with suitable examples how Companies in developing countries can gain access to international markets by way of contract manufacturing.
11. Explain export documentation. What are the different types of export documentation ?

### SECTION - C

#### Compulsory Question

1x15=15

12. It is a trend now to use disposable plates and glasses for any functions. Thermocol responds very slowly to bacterial decomposition in the soil, thus making the soil infertile. It also releases poisonous gases on burning, which can cause respiratory problems, or even death, when inhaled. Considering the harmful effects, a group of business graduates have started the business of marketing and selling the eco-friendly plates made of areca palm leaves as a viable alternative to thermocol. They have carried out an awareness campaign to generate sufficient demand for the products. Though they have made considerable progress in business, they realised that the ecological sensitivity is not high and the business did not grow very fast. It was at this time, one of their friends advised them to look for European market. The Europeans are very conscious about the environmental protection and adopt a eco-friendly way of living. They have decided to enter the European market by exporting the plates to Europe.

#### Questions :

- (a) What are the criterias to be adopted for conducting the market study to determine the demand ? Explain how these strategy help in the European Market.
- (b) Suggest few strategies to Brand their products in the European Market.