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Fourth Semester M.B.A. Degree Examination, October 2021

(CBCS – 2014-15 Scheme)

Management

Paper 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. What are the intended reasons for a firm to go international marketing?
2. How does global marketing is different from International and Multinational Marketing?
3. What are the sources from which secondary data on international markets is collected by a researcher?
4. Compare and contrast domestic and international Product Life Cycle.
5. What are the pricing practices and challenges in Internal Marketing?
6. What is regional integration? What are the objectives of EEC?
7. Highlight the important documents which a firm requires in entering international arena.

SECTION – B

Answer any **THREE** of the following questions, each carries 10 marks :
(3 × 10 = 30)

8. Describe the micro and macro environmental factors which impact on cross border marketing practices.
9. Why joint ventures are becoming very popular entry modes into foreign markets? Explain with example the strengths and weaknesses of joint venture in India.
10. Explain with example, how forces of globalization have continued to propel organizations to invest in strong global brand building?
11. Analyse the standardisation and adaptation of international marketing mix strategy of a firm in international markets.

12. Answer the following question :

(1 × 15 = 15)

ABC Soft Drinks Ltd., was established in 2000, in India. The company is manufacturing a soft drink brand name Refresh, since its inception. As the competition is increasing day by day, more and more MNCs are entering in the soft drinks fray and new products are being launched. The company also wants to develop new drinks for domestic and international market. The company is interested to introduce two new fruit flavours to its soft drinks line. There are four possible flavours to choose from for international markets. You are assigned the job to set up an experiment that will help the company in identifying the two flavours, which should be chosen. It is decided at a high-level committee that the drinks with new flavor will be sold in soft drinks stores, convenience stores and supermarkets across different nations.

Questions :

- (a) What information the company need to seek while designing its international marketing mix strategy for the chosen flavours?
 - (b) Elaborate the international marketing environment for soft drinks.
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