

USN

--	--	--	--	--	--	--	--	--	--

12MBAMM418

Fourth Semester MBA Degree Examination, June/July 2015
International Marketing Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any THREE questions from 1 to 6.
2. Question No. 7 and 8 are compulsory.

- 1 a. What is meant by "green marketing"? (03 Marks)
b. Briefly explain the global planning process. (07 Marks)
c. Explain the principles / regulations of WTO. (10 Marks)
- 2 a. What are Cartel's? Explain with an example. (03 Marks)
b. Bring out the differences between international marketing and domestic marketing. (07 Marks)
c. Briefly explain the major entry modes strategies adopted by the firms in order to go international. (10 Marks)
- 3 a. What is Quality? (03 Marks)
b. What are the problems faced by the researcher in collecting primary and secondary data? (07 Marks)
c. Write a detailed note on international retailing. (10 Marks)
- 4 a. What is Transfer pricing? (03 Marks)
b. What are the factors affecting choice of channels? (07 Marks)
c. Explain in detail the issues of international retailing. (10 Marks)
- 5 a. What are the advantages of air transport? (03 Marks)
b. Classify different world markets. (07 Marks)
c. What is a new product? Explain the international product life cycle with examples. (10 Marks)
- 6 a. What is a gray market? (03 Marks)
b. Explain briefly preparation of quotations (INCO terms). (07 Marks)
c. Explain the different approaches adopted in international pricing. (10 Marks)
- 7 a. Is FDI a good way to boost foreign trade in India? (05 Marks)
b. Bring out the basic cultural and business etiquettes of any two countries. (05 Marks)
c. How can a small toy manufacturer enter international markets? Mention some ways. (05 Marks)
d. List out the challenges faced by some of the top franchises. (05 Marks)

8 CASE STUDY :

Smart car – In 1998 Daimler Chrysler introduced a new car, a new brand and a new look with new technology in nine European Union countries. It is named 'Smart'. It is only 2500 mm long, 1511 mm wide and 1529mm high. It seats two adults or one adult and two children. It runs at 20 kmph/ litre. Upholstery is fabulous. Swatch watch was the inspiration for developing this car. In the early stages of the project when Daimler – Benz and SMH (maker of swatch watch) formed a joint venture, the car was called Swatch mobile. This concept was based on Nicoles Hayek's (Chairman of SMH) conviction that customers became automatically attached to cars just as they do to watches. Hayek noted that safety should be a key selling point declaring "this car will have the crash security of a Mercedes" no pollution as it operates on electric engine

Hayek predicted worldwide sales would reach one million units with the US accounting for about half the market.

In 1998, shortly after the introduction, the joint – venture between SMH and Daimler – Benz ended when Daimler – Benz bought out SMH's stake. Hayek was disillusioned with Dailmer – Benz. Daimler – Benz found Hayek difficult to work with.

To date Smart car has two major criticisms – safety and price. There were reports of several accidents. In response the company developed "Thrust Plus", a software package that will cut power if the wheels start to slip.

As for the price, it originally sold for \$ 10,500. After a period of disappointing sales in Italy and France, the price was reduced to \$ 9,300. Although many buyers of the smart car have high incomes or already own two cars, they are concerned about the price value relationship.

Questions :

- a. Is the Smart car an international or global product? Do you agree with the European only launch? Why? Why not? (05 Marks)
- b. Identify target markets. Where would you introduce this car? (05 Marks)
- c. How would you position the Smart car in the target markets? (05 Marks)
- d. Should the price, assuming it would still make a profit, be reduced? (05 Marks)
