

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

**MBA IB (2018 Batch) (Sem.-3)**  
**INTERNATIONAL MARKETING**  
Subject Code : MBAIB-303-18  
M.Code : 77003

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **TWELVE** marks.

**SECTION-A**

- 1) Define International Marketing.
- 2) Identify advantages of outsourcing international marketing research.
- 3) Highlight functions of packaging for international markets.
- 4) What are the features of a good brand name for international markets?
- 5) Highlight relative advantages of local vs. global advertising.
- 6) Suggest ways to overcome language barriers in international promotions.
- 7) What is the meaning of exit strategies from international markets?
- 8) Suggest ways to reduce conflicts between headquarters and subsidiaries?

**SECTION-B**

**UNIT-I**

- 9) Outline the scope of international marketing research, with examples.
- 10) What factors you will keep in mind while analysing global business opportunities? Elucidate with suitable illustrations.

## UNIT-II

- 11) Highlight important considerations while developing a global product. Outline the various stages of introducing a new Product for global markets, with suitable illustrations.
- 12) Identify various factors affecting pricing decisions for international markets. Describe alternative pricing methods used for international markets with illustrations.

## UNIT-III

- 13) Outline the structure of the global distribution system, with suitable illustrations.
- 14) Highlight salient features of various elements of the global promotional mix giving suitable examples.

## UNIT-IV

- 15) Critically examine alternative global market entry strategies with illustrations.
- 16) a) Highlight the characteristic features of various types of organisational structures for international markets.  
b) Outline important factors to be kept in mind while making country selection for international marketing operations.

## SECTION-C

- 17) Please read the case “Symphony Metals” below and answer the questions based on it :

Symphony Metals Ltd. was formed some twenty years ago by a metal-processing manufacturer based in Mumbai. The company manufactures bathroom fixtures and fittings, principally for plumbing applications (including taps, joints and shower fittings). A wide range of end users exist, including domestic householders and industrial/ institutional buyers.

The company exports its products to a number of countries in Europe and America. In the last year it achieved market share of 6 per cent in Germany, 10 per cent in France and 3 per cent in Belgium. In addition, 5 per cent of total production was shipped to a major wholesaler in Miami, U.S.A. The wide range of fittings varies in size, style, colour, metal and plastic finishings to occupy bottom and top end market positions.

A feasibility study has recently been completed to assess the potential of the UK market. Encouraging results have now stimulated the company to pursue actively the UK market with a target date for entry in ten months time.

### **Questions :**

- a) Recommend alternative methods of market entry into UK market
- b) Suggest suitable international marketing mix strategies for UK market

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**