

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER- III EXAMINATION – WINTER 2020

Subject Code: 4539241

Date:05/01/2021

Subject Name: Specialization-IBM_ International Marketing Management (IMM)

Time: 10:30 AM TO 12.30 PM

Total Marks: 47

Instructions:

1. Attempt any **THREE** questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks

- Q.1 a Explain Following Terms.** **06**
1. Trunkey Operations
 2. Marine Cargo Insurance
 3. ASEAN
- Q.1 b Explain Following Terms.** **06**
1. NAFTA
 2. Joint Venture
 3. Free trade area
- Q.2(A) Describe the international product life cycle theory and compare with domestic PLC.** **06**
- Q.2(B) Describe various political factors affecting international marketing in detail with suitable examples.** **06**
- Q.3 (A) Explain the International Marketing Barriers in Detail.** **06**
- Q.3 (B) What are the methods for determining the transfer price?** **06**
- Q.4 (A) Explain various modes of entry into foreign markets.** **06**
- Q.4 (B) Briefly explain the steps involved in the marketing research process.** **06**
- Q.5 (A) Explain the different types of intermediaries of indirect channel.** **06**
- Q.5 (B) What are the various distinct steps in new product development?** **06**
- Q.6 (A) Which kind of Psychological and Social aspects, international marketers have to take into consideration?** **06**
- Q.6 (B) Explain the documentation required in International Trade.** **06**

Q.7 Case Study

If one were to nominate a poster child for international marketing failures, one would be hard-pressed to identify a candidate more ideal than Walmart. In so many cases over the past several decades, Walmart consistently made the wrong choices when making an entrance into a new market. Walmart's journeys abroad, whether to China, Germany, Brazil or elsewhere, seem to be met with stumbles at every step — though in many cases, the company has learned and adapted over time.

That the company still maintains a presence in many of these locations serves as testament to its ability to learn from its mistakes and adjust its behavior accordingly. By considering Walmart's initial missteps along with its subsequent corrective actions, we can extract key lessons that you can apply to ensure you begin your international marketing journey on the right foot.

As Walmart has hopefully realized by now, it's always best to prepare as much in advance so as to ensure positive results from a first attempt. Otherwise, you'll waste money, resources and time trying while you're scrambling to make up for lost ground.

Everyone Loves What Americans Love, Don't They? "Everyday Low Prices." These magical words are the secret to Walmart's success in its home country of the US. Its value proposition to American customers is a simple yet reliable three-part formula:

All the items you could ever want gathered together in one massive store where they're available at prices cheaper than anywhere else. Time and time again as Walmart expanded outside its comfort zone, it did so while making the hubristic error of assuming this "proven" strategy would work equally well in all countries. The bad news, as the retail giant has begrudgingly been forced to admit, is that this simply isn't true. Walmart's adventures in China serve as a striking example of its lack of foresight.

In China, shoppers have plenty of reasons to be wary when prices seem too low, especially when it comes to food. A torrent of food safety scandals in recent years has led many to interpret low prices as indicative of potential quality shortcuts. Some Walmart branches faced shutdowns at the hands of government regulators after they discovered the retailer had been misrepresenting its pork as organic.

Wealthier shoppers reportedly disliked the stores' plain interiors and cost-conscious messaging, which advertised discounts and savings at every turn, as the experience felt too pedestrian for their tastes. As a result, Walmart's bargain-based branding, especially with food, failed to catch on amongst local consumers.

Que. Identify the reasons for failure of Walmart in international front. 11

OR

Que. Suggest the remedial steps to be taken by Walmart to sustain in international front. 11

GTUQuestionPapers.com