

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - 3 - EXAMINATION – SUMMER 2021

Subject Code: 4539241

Date: 18/08/2021

Subject Name: International Marketing Management

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

| Q. No. | Question Text and Description | Marks |
|---------------|--|------------------------|
| Q.1 | Briefly explain the following terms (a) Free Trade Area (b) Polycentricity (c) International Marketing (d) Ethnocentricity (e) Dumping (f) Grey Market (g) Tariff | 14 |
| Q.2 | (a) What are some of the unique characteristics of the Indian culture? (b) Briefly explain the steps involved in the marketing research process. | 07 07 |
| | OR | |
| | (b) What are the stages of international product lifecycle? Explain the characteristics of each stage. | 07 |
| Q.3 | (a) Explain the various distinct steps in new product development. (b) Which one you prefer observation or questioning in collecting overseas data? Why? | 07 07 |
| | OR | |
| Q.3 | (a) What are the various foreign market entry strategies? (b) As an advertising manager, would you plan to use a standardized advertisement.? | 07 07 |
| Q.4 | (a) What are some of the hazards associated with air, water and land modes of transportation? (b) Explain Letter of Credit as a means of payment in international trading with its advantages and disadvantages. | 07 07 |
| | OR | |
| Q.4 | (a) What methods can be used to compare a transfer price (for transactions between affiliated companies)? (b) How does inflation affect a country's currency value? Is it a good idea to borrow or obtain financing in a country with high inflation? | 07 07 |

Q.5

Analyse the case study and answer the following questions.

India has been the home of Ayurveda. But, until the early nineties, people preferred allopathy. The reason behind this preference was the feeling that allopath gives quick relief and also it has a cure for practically everything. During this course, very little was done to market ayurvedic medicines in India. Obviously, the market got restricted.

A Himalaya drug has been a key player in ayurvedic medicines in India. But its product never caught the fancy of Indian customers, mainly due to the lack of information and other marketing deficiencies the company, along with the brand name, did specify that the medicines are “proprietary ayurvedic medicines”. The consumers often overlooked the information and the market remained restricted. Also, no serious efforts were made to promote to brands.

In order to change the things in his favour to cash-in on the so called “Ayurveda fever “the company changed its strategy. Instead of naming its products independently, the company used a brand name viz. “ayurvedic concepts” and started advertising the same. This immediately caught the fancy of the customers and the market started expanding. One very important aspect stressed by the company was that the company has no side effects.

- (a) In an attempt to market the products abroad, what kind of marketing strategy a firm should choose? **07**
- (b) Suggest any two strategies for a successful entry into the global market. **07**

OR

- Q.5** (a) What should the company do to maintain its position in the market? **07**
- (b) When is it appropriate to use multiple brands in the same market and several markets/countries? **07**
