

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -III– EXAMINATION – WINTER 2021

Subject Code: 4539241

Date: 21-02-2022

Subject Name: International Marketing Management

Time: 10:30 AM TO 01:30 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.		Marks
Q.1	(a) Define TRIMs (Trade Related Investment Measures) (b) Differentiate between Multinational Marketing and Global Marketing (c) Differentiate between Licensing and Contract Manufacturing (d) Differentiate between Export Merchant and Export House (e) Define Retrograde Pricing (f) Differentiate between differentiated and undifferentiated Market Targeting (g) Discuss Country -of-Origin	14
Q.2	(a) Discuss the social, ethical and environmental issues in International Marketing? (b) What is International Marketing? Briefly explain the steps in the International Marketing Process.	07 07
OR		
	(b) For any product of your choice discuss various international market targeting strategies.	07
Q.3	(a) “International Marketing Research is full of complexities.” Comment. (b) Explain the important methods of pricing in International Marketing with suitable examples.	07 07
OR		
Q.3	(a) Do you think Indian companies have adequately responded to changes in domestic and external marketing environments, and have carried out the necessary modifications in their international marketing strategies? Explain. (b) Examine the factors influencing the decisions for having a standardized vis-a-vis localized advertising process across countries?	07 07
Q.4	(a) “EPRG framework identifies four types of orientation towards internationalization of business operations.” Discuss how these orientation lead to different marketing strategies of a firm? (b) “Product adaptation vs Product Standardization are two basic approaches for export planning”. Discuss the relative merits and demerits of each of the available options.	07 07

OR

Q.4 (a) Discuss how advances in information technology has impacted the international marketing? 07

(b) Discuss various factors you keep in mind while selecting international channels of distribution. 07

Q.5 **CASE STUDY:**

White Appliances is an international company that specializes in manufacturing and marketing appliances globally. The company is well known for their line of microwaves. Whereas most of their products are manufactured in the U.S and while most of the appliances are exported to the U.S and the European market, White Appliances also markets several high-end models in India where they face some issues in trying to penetrate the market. Moreover, the demand for microwave ovens has gradually increased in the past couple of years. Subsequently White Appliances had to come to a conclusion that in addition to the market of their high-end models, they must introduce new microwave ovens at all price levels in order to target the total amount of households in India. By evaluating the problems such as the culture differences between the west and the east or whether it is the consumer's limited knowledge towards the household appliance, the company is deciding on different strategies and alternatives to tackle such issues.

(a) What challenges the company can face in the Indian kitchen appliances market? 07

(b) To be successful in entering the Indian kitchen application market White Appliances need to identify controllable and uncontrollable elements of the markets. As a marketing manager you are suppose to do situational analysis for the company. 07

OR

Q.5 (a) Discuss the problem you found in the above case. 07

(b) Prepare STP strategies for the company. 07
