Seat No.: ________ Enrolment No.___________

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – WINTER-2022

Subject Code: 4539241 **Date:30/01/2023**
Subject Name: International Marketing Management
Time:10:30 AM to 1:30 PM **Total Marks: 70**

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**
4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

Q. No.		Question Text and Description	Marks
Q.1		Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Anti-Dumping (b) SAARC (c) PLC (d) COO (e) IPRs (f) Co-Branding (g) LOC	**14**
Q.2	**(a)**	What are various market entry strategies in International Market? Discuss in the factors affecting to Internationalization of Company.	**07**
	(b)	"Firms operating internationally come across a wide range of diverse cultural environment." Explain the significance of culture in international business decisions, with suitable examples.	**07**
		OR	
	(b)	What barriers make controlling international operations more complex than controlling domestic market activities? Explain.	**07**
Q.3	**(a)**	Describe Global Market Segmentation bases in detail.	**07**
	(b)	What is Grey Market? Define International Pricing strategies and the pricing objectives.	**07**
		OR	
Q.3	**(a)**	Describe the various strategies related to product promotion & adaptation along With examples.	**07**
	(b)	Explain life cycle of the international product by taking suitable example also Explain the characteristics of each stage.	**07**
Q.4	**(a)**	Explain the warehousing & insurance strategies to be followed in International Marketing.	**07**
	(b)	What are the Issues and challenges faced in communicating across countries? Describe in detail with appropriate insights.	**07**
		OR	
Q.4	**(a)**	Explain the factors affecting international pricing decisions in details.	**07**
	(b)	State the various modes of entry to foreign markets. Briefly explain any four of them.	**07**

Q.5 **CASE STUDY:**

Coke and Pepsi had a tough time getting into the beverage market in India. However, the venture seemed to be well worth it, since in 1993 about 45 percent of the soft drinks industry consisted of small manufacturers and the business was worth 3.2 million dollars. Coke had previously been in India, but in 1977, it was forced to leave because of a dispute with the Indian government.

PepsiCo entered India in 1986 as "Pepsi Foods Ltd." in a joint venture with local partners. In order to be able to sell their products, they had to follow many new rules, including changing the name of the Pepsi cola because it is a foreign product. But PepsiCo was willing to appease the government to stay in the market. Pepsi was forced only to compete with local brands until Coca Cola re-entered the market in 1990. It joined with Godrej, an Indian company, and was turned down, so Coke joined forces with snack food company Britannia Industries India, Ltd. and the two became "Britco Foods." In July 1993, Parle, the leading soft drink manufacturer decided to sell its leading brands (Coke and Pepsi's major competitors) and its main bottling plants in four key cities to Coke.

Both Coke and Pepsi chose to advertise and run promotions during important events and times in India. For instance, they both advertise heavily in summer, when the most soft-drinks are consumed, and they also advertise heavily during the Indian festival of Navratri. They both also run big television campaigns during cricket and football games, and they also employ big Bollywood celebrities to endorse their products. Pepsi does especially well by sponsoring the cricket, and Coke does well marketing a lifestyle towards India's youth.

Both companies were accused by an environmental organization of having pesticide residue in their products. The companies ran tests that proved their products were safe but it was too late; people were banning and protesting their products. Because neither company came forward to reassure the people, their silence was interpreted by customers as guilt. This hurt their image even more, including in the U.S. The contaminated groundwater incident only expanded further for Coke, and people began accusing the company of using sparse groundwater in its products and taking the water supplies away from the locals and from farming uses. Coke decided to stay in an attempt to help find a solution to the increasing problem of groundwater quantity and quality.

(a) The political environment in India has proven to be critical to company performance for both PepsiCo and Coca-Cola India. What specific aspects of the political environment have played key roles? Could these effects have been anticipated prior to market entry? If not, could developments in the political arena have been handled better by each company? **07**

(b) “”Global localization” (glocalization) is a policy that both companies have implemented successfully. Give examples for each company from the case. **07**

OR

Q.5 **(a)** The Indian market is enormous in terms of population and geography. How have the two companies responded to the sheer scale of operations in India in terms of product policies, promotional activities, pricing policies, and distribution arrangements? **07**

(b) Timing of entry into the Indian market brought different results for PepsiCo and Coca-Cola India. What benefits or disadvantages accrued as a result of earlier or later market entry? **07**

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