

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER– III EXAMINATION – WINTER 2020

**Subject Code:1539312**

**Date:07/01/2021**

**Subject Name:Global Marketing & communication**

**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. No.	Explain following terms.	Marks
Q.1 a	<ol style="list-style-type: none"><li>1. Global Marketing</li><li>2. Price escalation</li><li>3. Licensing</li></ol>	06
Q.1 b	<ol style="list-style-type: none"><li>1. Marketing Adaptation</li><li>2. Dumping</li><li>3. Transfer Pricing</li></ol>	06
Q.2	(a) What are the market entry modes available for expanding into overseas markets? Which mode of entry will be more effective in post COVID - 19 situations? Justify your answer.	06
	(b) Illustrate various drivers of International Market Development.	06
Q.3	(a) What is the difference among ethnocentric, polycentric, and geocentric pricing strategies? Which would you endorse for a company that has global market aspirations?	06
	(b) Articulate the concept of Product standardization v/s Adaptation in international marketing.	06
Q.4	(a) Outline basic product concept and explain need based approach to product planning in international market.	06
	(b) “Marketing channels exist to create utility for customers”; discuss this statement in context of Selecting channels of international distribution.	06
Q.5	(a) What is Gray market goods? Illustrate Gray Market Issues which company may face while doing business in global market.	06
	(b) Explain the concept of dumping, price fixing and countertrade.	06
Q.6	(a) Discuss the various factors Influencing Communication Mix for an International Market.	06
	(b) “The internet has allowed marketers to benefit from reduced geographic and time constraints, and reach consumers in various new ways.” Explain the effective use of digital platforms for global marketing.	06

Global Chip provider Intel Corporation has an ambitious target for India. It is attempting to convert millions of rural folk to netizens by redefining the existing computing landscape of the country.

Intel unveiled a new 'Ruggedised Personal Computer' platform which is low cost, high tech, user friendly and fully featured desktop.

Story behind:

Intel constituted a team headed by an ethnographer called Tony Salvador to see villages at close hand all over the world. Salvador saw villages at close hand all over the world. Salvador spent considerable time in India touring villages in Madhya Pradesh and Karnataka including Sathanur village of Mandya district in Karnataka. Their aim was not to figure out what kind of chips Intel could sell in rural areas, but to see how societies could influence the growth of the company in future. He learned, for example, that in villages of India, several people use PC. They are dusty and hot. They do not have power for good long hours in a day. The villages have their own unique financing mechanism.

Features of 'Ruggedised' PC:

In order to make the product appropriate to rural environment, Intel incorporated many features. It can operate on an alternative power source such as the car battery under disruptive power environments. It has ultra-low-power processor which reduces power consumption by shutting down tasks when not needed. It has a removable dust filter and an integrated air fan to regulate the temperature of the motherboard. The chassis is designed to keep the motherboard cool at temperature as high as 45 C and resistant to humidity levels of 70-85 RH. This platform comes with a certificate-based access through a 30 digit code. This will allow banks to verify the validity of installment payments against the purchase of PC. The prices of this PC were kept between Rs. 22,000 and Rs. 27,000, although it is up to the manufactures like HCL infosystems and Wipro to decide.

- (a) Do you think customized product is the key of success for international business? Comment on product decision in global marketing in this context.
- (b) What marketing strategies need to be designed with regards to above mentioned case? Briefly explain in context of different Ps of marketing in global market.

**Or**

- (a) Do you think that product would be successful considering the low purchasing power in rural area of India? Suggest appropriate pricing strategies for global company to operate in India.
- (b) Do you think 'Ruggedised' PC can be successful in other Asian countries also? Yes or No? Justify your answer.