

Name. _____		Printed Pages:03		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA] [Semester: IV] [Batch: 2019-22]				
Course Title: International Marketing		Max Marks: 100		
Course Code: BBMK2018		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Illustrate the difference between Domestic and International Marketing with suitable example.	K2	CO1	5
2.	Outline the need of international marketing research with suitable example.	K2	CO2	5
3.	Explain the sources of secondary data for international marketing research	K2	CO2	5
SECTION-B (40 Marks)		10 Marks each		
4.	Illustrate the EPRG framework with suitable example.	K2	CO1	10
5.	Suggest a suitable 'Foreign Market Entry Strategy for following. Justify your answer: - a. An Indian steel company planning to get into Overseas- markets. b. A ready-made garment small-scale Indian Manufacturer willing to enter US market	K3	CO2	10
6.	Identify the factors affecting the International Product Policy with suitable example.	K3	CO3	10
7.	Read the following situations& answer the questions given below: - Let us go shopping at the Asian garden. Inside you will find many typical suburban shopping mall-business: CD and type stores, travel agencies, restaurants, a supermarket, book stores etc where are you? In Westminster California – known locally as little Saigon. More than 2.7 million Asian Americans live in California so its not surprising to find oriental shopping malls there. By the year 2009, the states, Asian population will exceed 4.5 million, some 13 percent of its population. As compared to other US households, Asian American households have substantially higher income and education levels, and almost twice the proportion of Asian Americans are employed as managers or Professionals. Most Asian Americans cluster in large cities such as San Francisco, Los Angels or New York. They are strongly family oriented and often pool family efforts and resources to improve the lot of all. Extended families tend to live in the same household a tradition carried over from their homelands. Further, members of the family work in the family business. Marketers targeting at Asian Americans must understand the importance of family. Asian American consumption behaviour differs from that of other segments for example – Asian Americans are primarily interested in quality. Asian Americans enjoy shopping as leisure activity, love bargains and often negotiate prices. They are at home with high technology, making them a good market for VCRs, home computers,	K4	CO4	10

	<p>CD players, Cameras and telephone answering machines. Asian Americans do not have preconceived images of brands and companies. In a recent survey, 76 percent of them could not name the brand of frozen food they purchased last. This highly diverse market consists of Japanese, Vietnamese, Koreans, Indians, Malaysians and Chinese – all speaking multiple languages and dialects. Because of this linguistic diversity television may not be an effective medium. Fortunately, Asian Americans like to read, making newspapers a more cost-effective medium. In addition, numerous Asian – American consultants and advertising agencies are available to help marketers design Asian American strategies. Thus, Asian American market may constitute a marketers dream of a large, lucrative and recession proof market Asian Americans have higher incomes and because many are employed in a family business or in high tech fields, fewer are unemployed. Questions: i) What cultural, Personal social and psychological characteristics distinguish the Asian American market? ii) Why Asian-American are more likely to buy high tech products? iii) Analyze Asian – American buying motives.</p> <p>OR</p> <p>Ranbaxy is the first Indian MNC in Pharmaceutical industry and 9th largest genetics manufacturer in the world. Ranbaxy wants to become a \$ 5 billion company in future. What type of marketing and strategic strategies will be adopted by Ranbaxy to achieve its desired goals</p>			
SECTION-C (45 Marks)		15 Marks each		
8.	When entering a new market, how can one "learn" the culture? What aspects of the culture would influence the marketing of women's designer blue jeans in different countries	K4	CO3	15
9.	Examine why do you think a company should or should not market the same product in the same way around the world. Discuss with the help of suitable examples.	K5	CO4	15
10	<p>Read the following situations& answer the questions given below:-</p> <p>Two senior executives of the world’s largest firms with extensive holdings outside the home country discusses like Company A: “We are a multinational firm. We distribute out products in about 100 countries. We manufacture in over 17 countries and do research and development in 3 countries. We look at all new investment projects both domestic and overseas, using exactly the same criteria”. The execution from company A continues, of course most of the key posts in our subsidiaries are held by home-country nationals. Whenever replacements for those men are sought, it is the practice, if not the policy, to look next to you at the head office and pick someone (usually a home country national) you know and trust. Company B: “We are multinational firm. Only 1% of the personnel in our affiliate companies are non-national. Most of these are US executives in temporary assignments. In all major markets, the affiliate managing director is of the local nationality.” He continues “Of course there are very few non-Americans in the key posts at headquarters. The few we have so Americanized that we usually do not notice their nationality. Unfortunately, you cannot find good foreigners who are willing to live in the US, where our head quarter is located. American executives are more mobile. In addition, Americans have the drive and initiative we like. In fact, the European nationals would prefer to</p>	K5	CO5	15

report to an American rather than to some European”.

Questions:

- a) Which company is truly multinational?
- b) What are the attributes of a truly multinational company?

OR

Read the following situations& answer the questions given below:-

IOC has formed a wholly owned subsidiary in Mauritius - Indian Oil Mauritius Ltd. (IOML) with a huge projected investment. The company is setting up a state -of-the-art bulk storage terminal at Mer Rouge to stock 24 thousand Metric tonnes of vital petroleum products, auxiliary and bunkering facility and 25 modern petrol (and Gas) stations. IOML is also in the process of building infrastructure for storage, bottling and distribution of Indane, LPG and market servo lubricants In Mauritius. Besides, IOC has also formed a wholly-owned subsidiary in Sri Lanka - known as Lanka IOC Pvt. Ltd. (LIOC). LIOC took over 100 retail outlets owned by Ceylon Petroleum Corporation in February 2003. It is the only private-owned company besides the State-owned Ceylon Petroleum Corporation (CPC) that operates retail petrol stations in Sri Lanka. Building and operating storage facilities at Trincomalee tank farm, LIOC is involved in bulk supply to industrial consumers. In order to facilitate operations of Lanka Indian Oil Corporation Pvt. Ltd. (LIOC), the Government of Sri Lanka has extended the following concessions: a. A tripartite agreement signed between the Sri Lankan Government, CPC and LIOC guarantees that only three retail players (including CPC and LIOC) will operate in the Sri Lankan market for the next five years. b. LIOC has also been allowed income tax exemption for 10 years from the date of commencement of operations and a concessional tax of 15% thereafter against the prevailing rate of 35%. c. The Indian Oil subsidiary has also been granted customs duty exemption for import of project-related plant, machinery and equipment during project implementation period of 5 years, besides free transfer of dividend/income to India.

Questions:

Critically evaluate the factors affecting IOC'S selection of these entry modes.

In view of the emerging economic and political scenario, evaluate IOC'S entry into Sri Lanka as a Wholly Owned Subsidiary.