

MANAGEMENT PROGRAMME

Term-End Examination

June, 2021

MS-064 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : Attempt any **three** questions from Section A. Section B is **compulsory**. All questions carry equal marks.

SECTION A

1. (a) What do you understand by the term 'International Marketing' ? Differentiate between domestic and international marketing.
- (b) As an entrepreneur desirous of entering into export of processed food products, identify the organisations you would approach, which can guide you in your export efforts. Briefly explain the promotional support you are likely to get from these organisations.

2. (a) What do you understand by the term 'Political Risk' ? Explain the strategies available to international marketers for managing political risks in the pre-investment period.
- (b) "Cultural diversities across countries impact the marketing strategies of an international marketer." Do you agree with the statement ? Justify your answer giving suitable examples.

3. Differentiate between the following :

- (a) Free Trade Area and Customs Union
- (b) Commercial Invoice and Proforma Invoice
- (c) Ex-works and CIF
- (d) Confirmed and Unconfirmed Letter of Credit

4. Write short notes on any **three** of the following :

- (a) EPRG Framework
- (b) International Product Life Cycle
- (c) Standardization vs. Adaptation of International Advertising Strategy
- (d) International Distribution Channels
- (e) Use of Desk Research for Conducting International Marketing Research

SECTION B
ABC Metals Ltd.

5. ABC Metals Ltd. was formed some twenty years ago by a metal-processing manufacturer based in Mumbai. The company manufactures bathroom fixtures and fittings, principally for plumbing applications (including taps, joints and shower fittings). A wide range of end users exist, including domestic householders and industrial/institutional buyers.

The company exports its products to a number of countries in Europe and America. In the last year it achieved market share of 6 per cent in Germany, 10 per cent in France and 3 per cent in Belgium. In addition, 5 per cent of total production was shipped to a major wholesaler in Miami, USA.

The wide range of fittings varies in size, style, colour, metal and plastic finishings to occupy bottom and top end market positions.

A feasibility study has recently been completed to assess the potential of the UK market. Encouraging results have now stimulated the company to pursue the UK market actively with a target date for entry in ten months' time.

- (a) Advise the company of the options open to achieve UK market entry.
- (b) Select and justify a method of market entry and give a brief account of the marketing mix implications.