

MANAGEMENT PROGRAMME

Term-End Examination

June, 2022

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) Define and explain objectives of 'International Marketing'. What challenges are involved in it ? Discuss with examples.

(b) What are the reasons for going into International Marketing by firms ? Explain.

2. "Cross-Cultural Marketing is an extremely complex and dynamic sphere of International Marketing." Critically comment on the statement, with suitable examples.

3. Discuss various “International Product Strategies”, with suitable examples. Which strategy is considered good in the long-term ? Give reasons in support.
4. Write short notes on any *three* of the following :
- (a) International Marketing Research
 - (b) Country Risk Analysis
 - (c) International Promotions
 - (d) Direct and Indirect Exports
 - (e) Tariff and Non-Tariff Barriers to Exports

SECTION B

Case Study

5. Read the following case study and answer the questions that follow :

The world's largest car maker, Toyota Motor Corporation (TMC) plans to utilise the proposed Indo-Thai Free Trade Agreement (FTA) to make India a hub for small cars to be exported to its global markets. A few auto parts already enjoy duty free status but the FTA, that is about to be formally linked, will make most auto parts duty free. Toyota imports crucial spares such as engines for its "Innova" and "Corolla" from Thailand.

Its top-end vehicles, Camry Spider, Prado and Land Cruiser SUVs are imported into India, but the company plans to use FTA with Thailand that will allow it to import auto parts at zero duty when it comes into effect against the 7 – 10% duty it now pays to assemble cars here.

Toyota has earmarked ₹ 3,200 crores for the year 2020 – 21 to set up a second plant in Bengaluru to make 2 lakh units (cars) from the current 80,000 units. Toyota's small cars assembled in India will be exported to overseas markets.

Questions :

- (a) Explain how FTA between India and Thailand will benefit Toyota.
- (b) In your view, why is India becoming a major manufacturing hub for Toyota ?