

MANAGEMENT PROGRAMME

Term-End Examination

December, 2010

03895

MS-64 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) *Attempt any three questions from Section-A.*
(ii) *Section-B is compulsory.*
(iii) *All questions carry equal marks.*
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SECTION - A

1. (a) What do you understand by the term 'International Marketing' ? Is the role of the international marketer only to increase sales ? Explain.
- (b) As an entrepreneur desirous of entering into export of processed food products, identify the organizations you would approach, which can guide you and facilitate your export efforts. Briefly explain the support you are likely to get from these organizations.

2. (a) What is Self Reference Criteria (SRC) and how should the international marketer apply it ? Explain.
- (b) Government can play many roles in international marketing. What are these roles and how does each affect individual business firms ?
3. (a) Briefly explain the components of international advertising strategy. What are the relative advantages of standardization and adaptation of an international advertising programme ?
- (b) What are the similarities and differences between domestic and international marketing research ? How does the Internet affect international marketing research ?
4. Write short notes on any *three* of the following :
 - (a) Letter of Credit.
 - (b) Deemed Exports.
 - (c) Effect of terms of delivery on pricing.
 - (d) Factors influencing international market selection.
 - (e) Strategic planning decision areas in international marketing.

SECTION - B

5. Study the case given below and answer the questions given at the end.

Karlstein GmbH

Karlstein GmbH was formed some twenty years ago by a metal-processing manufacturer based in Hanover, Germany.

The company manufactures bathroom fixtures and fittings, principally for plumbing application (including taps, joints and shower fittings).

A wide range of end users exists, including domestic householders and industrial/institutional buyers.

In the last year the company achieved market shares of 36 percent in Germany, 10 percent in France and 3 percent in UK. In addition 5 percent of total production was shipped to a major wholesaler in Singapore. Total turnover exceeds 150 millions Euros.

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 Indian market. Encouraging results have now stimulated the company to pursue actively the Indian market with a target date for entry in ten months' time.

Questions

- (a) What, according to you, are the strengths of the company with regard to its plans of entering Indian market ?
 - (b) Advise the company of the options open to achieve Indian market entry. Outline the potential difficulties involved with each option.
 - (c) Select and justify a method of market entry and give a detailed account of the physical distributary implications.
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