

00892

**MBA/MPA PROGRAMME
COMMONWEALTH EXECUTIVE**

Term-End Examination

June, 2010

E-13 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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

SECTION-A

1. (a) What global marketing is and what it is not ?
What is meant by global localization ?
Discuss. Is Coca-Cola a global product ?
Discuss.
- (b) Describe some of the global marketing strategies available to companies. Give examples of companies using the different strategies.
2. (a) What are the bases used for Global Market Segmentation ? Discuss them and pick a market that you know something about, and describe the global segments for this market.

- (b) How Global Targeting is done ? What are the criterias for Targeting, and discuss how and what are the ways of selecting a global Target Market Strategy ? Give examples.
3. (a) What are the alternative tools or strategies for expanding internationally ? What are the major advantages and disadvantages of each strategy ?
- (b) What six criterias be evaluated or assessed when selecting potential export market ?
4. (a) What is dumping ? Is it an important trade issue ? Is dumping an attractive competitive price strategy for a company ?
- (b) What is Transfer Price ? What are the three methods for determining transfer prices ?
5. Write short notes on *any three* of the following :
- (a) EPRG Framework.
- (b) Ways of International Positioning.
- (c) Types of Economic Grouping in the World Trade.
- (d) Various combinations of product/ communication strategies available to global marketers.
- (e) Global Advertising.

SECTION-B

6. Case Study : American Tourister.

You are a sales representative of a multinational corporation and of Indian Citizenship travelling on business in South Africa. As you are leaving Country X, the passport control officer at the airport tells you there will be a passport "processing" delay of one hour. You explain that your plane leaves in 30 minutes, and that the next plane out of the country does not leave for three days. You also explain how valuable your time is (atleast 300 USD an hour) and that it is urgent that you catch the flight you have reserved. The official listens carefully to your appeal and then "suggests" that a contribution of 1000/- USD would definitely assure your passport clearance priority treatment, and considering how valuable your time is, it is quite a bargain.

Questions :

- (a) Would you comply with the "Suggestion" ? Why ? Why not ?
- (b) If you would not comply, what would you do ?
- (c) If you comply with the suggestion, have you violated any laws ? Explain.
- (d) If the official requests 25 USD, have you violated any laws ? Discuss.