

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course:International Marketing Management

Programme:MBA (IB)

Course Code MBACM765

Instructions:

SEM III
Time- 3 hours
Max marks 100

SECTION A (2x10=20 Marks)

All Questions carry 2 marks.

S. No.		Marks	CO
Q 1	Within International context what are economies of scope synonymous with a)reusing resource from one country /business to other business /country b)buying components in bulk c)decrease cost per unit d)all of the above	2	CO2
Q2	In the EU SMEs constitute approximately..... of all firms a)58 b)25 c) 99 d)78	2	CO1
Q3	Which of the following Industries are known for their high degree of globalism a)PCs,IT ,CDs b) food,dairy,wedding,legal c) Movie&Aircraft d) Both 1&2	2	CO2
Q4	A global market leader is an organization which is ... a)recognized to be ahead of others in market share b)is ahead of others in terms of innovation c)has more than 50% market share d)has the monopoly of over several global markets	2	CO2
Q5	Which term refers to the phenomenon in which the worlds shares commonly recognized cultural symbols / a)global village b)multi cultural village	2	CO3

	c)monopolistic market d)global city		
Q6	The Study of International Marketing should focus on a)Product b)place c)Price d)Promotion	2	CO1
Q7	When a firm uses same marketing strategies abroad which has been used in Home market it probably is..... a)Ethnocentric b)Ploycentric c) Geocentric d) Unicentric	2	CO2
Q8	Marketing is not needed in..... a) Socialist Countries b) Communist countries c) Less developed countries d) Developed countries e) Needed in all countries	2	CO1
Q9	The Most Important reason behind utilization of Market segmentation is.. a)Market Hetrogeinity b)Positioning c) Test Marketing d) Product life cycle	2	CO1
Q10	MNCs are often associated with a)Exploitation b)Ruthlessness c) Power d) Bigness	2	C02

SECTION B (5x4=20)All questions carry equal marks.

Write Short Notes on the following

Q 1	Role of World Bank in International Business	5	CO2
Q2	International Product Mix	5	CO2
Q3	Composition of India's Foreign trade	5	CO3
Q4	International Marketing Research procedure	5	CO3
		20	

SECTION-C

Attempt any Two questions(2x15=30)

Q 1	When entering a new market how one can learn the culture /what aspects of culture Would influence the womens designer blue jeans in different counties?	15	CO3
Q2	An Indian tractor company has decided to enter the tractor market in south America what strategies it can use to reduce the possible effects of Political risk ?	15	CO4
Q3	Why do you think a company should /should not market its product in the same way around the world? Discuss with suitable examples	15	CO4
		30	

**SECTION-D Case Study
(10X3=30 Marks)**

CASE STUDY –International Marketing

A major cereal manufacturer produces and markets standardized breakfast cereals to countries around the world. Minor modifications in attributes such as sweetness of the product are made to cater to local needs. However, the core

	<p>products and brands are standardized. The company entered the Chinese market a few years back and was extremely satisfied with the results. The company's sales continue to grow at a rate of around 50 percent a year in China and other Asian countries, and based on the market reforms taking place, the company started operations in India by manufacturing and marketing its products. Initial response to the product was extremely encouraging, and within one year the company was thinking in terms of rapidly expanding its production capacity. However, after a year, sales tapered off and started to fall. Detailed consumer research seemed to suggest that while the upper-middle social class, especially families where both spouses were working to whom this product was targeted adopted the cereals as an alternative meal (i.e., breakfast) for a short time, they eventually returned to the traditional Indian breakfast. The CEOs of some other firms in the food industry in India are quoted as saying that non-Indian snack products and restaurant business are the areas where MNCs can hope for success. Trying to replace a full meal with a non-Indian product has less of a chance of succeeding.</p>		
Q1	<p>You have been appointed as an executive in the International Marketing Division of this food company since you are qualified in International Business and experience in product management of having worked in various countries and appointed head of fact finding mission To determine answers to the following questions Was the decision to enter the Indian market with a Standardized product a mistake?</p>	10	CO4
Q2	<p>Was there a problem with the product or positioning of the product ?</p>	10	CO4
Q3	<p>Given the advantages to be gained through leveraging of brand equity and product knowledge on a global basis, and the disadvantages of differing local tastes, what would be your strategy for entering new markets?</p>	10	CO5
		30	