

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

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) Explain the differences between ethnocentric, polycentric, regiocentric and geocentric orientations. How do these orientations affect international marketing practices ?
(b) Why is an understanding of different cultures important to an international marketing manager ? Explain giving suitable examples.

2. (a) What is the effect of 'terms of delivery' on the price to be quoted by an exporter ? Explain giving an example.
(b) Explain the significance of Letter of Credit in international marketing. Briefly explain the operation of a Letter of Credit.

3. (a) Briefly explain the components of international advertising strategy. What are the advantages and disadvantages of standardization of international advertising programme ?
- (b) With the help of suitable examples explain the relevance of desk research in conducting international marketing research.
4. Write short notes on **any three** of the following :
- (a) Regional Economic Groupings
 - (b) Management of political risk
 - (c) International Product Life Cycle
 - (d) Deemed Exports
 - (e) Major strategic planning decisions areas in the international marketing context

SECTION - B

5. **ABC Metals Ltd.**

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, U.S.A.

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 actively the UK market with a target date for entry in ten months' time.

Questions :

- (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.
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