

MANAGEMENT PROGRAMME

Term-End Examination

December, 2011

MS-64 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weigh tage 70%)

Note : (i) Attempt any three questions from Section-A.

(ii) Section-B is compulsory.

(iii) All questions carry equal marks.

SECTION - A

1. (a) Describe the differences between ethnocentric, polycentric, regiocentric, and geocentric orientations. How do these orientations affect international marketing practices ?
(b) Differentiate between various types of Regional Economic Groupings giving suitable examples.
2. (a) One of your friends has approached you for guidance on his plan to export frozen fruits and vegetables. Explain to him about the institutional support available to facilitate his export efforts.
(b) Explain various elements of cost used in preparing an export pricing quotation.

3. (a) You have received an export order for export of bicycles to Cambodia. Discuss the steps that you will take to execute the export order.
- (b) 'Conducting marketing research across different parts of the globe poses different issues and challenges.' Do you agree with the statement ? Justify your answer with the help of suitable examples.
4. Write short notes on *any Three* of the following :
- (a) International marketing control.
 - (b) Media strategy for international markets
 - (c) Managing political risk
 - (d) IBRD
 - (e) Bill of Lading

SECTION - B

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

The Global Expansion of subway Restaurants.

The subway story began in 1965 when Dr. Peter Buck loaned Fred Deluca USD \$1,000 to open a sandwich shop in Bridgeport, U.S.A. Since that time, subway sandwich shops has grown to more than 32,000 restaurants in 90 countries making its founder a billionaire. Subway remains a 100 percent franchised organisation and all subway restaurants are individually owned and operated.

More than 7,500 subway stores have opened outside the United States, including developing nations like India, Croatia and China. Initially subway did not seek to expand internationally, but when an entrepreneur from Bahrain approached the company about opening a sandwich shop on the Persian Gulf Island, Subway decided to accept the challenge of global expansion.

Expanding a food venture into a foreign country involves many issues, such as finding quality supplies for use in making sandwiches. Subway insists on a "gold standard of quality" when adapting to international environments. To properly train new Franchise owners in locations

around the globe, subway has to adopt to different languages and cultures. When it enters a new market, the primary issues it faces are building brand awareness and learning about potential customer's eating preferences and customs. Subway has positioned its menu as a more health-conscious choice.

Questions :-

- (a) Is Subway's health-conscious positioning the best promotional platform to expand stores internationally ? Why or why not ?
 - (b) **What are some advantages and disadvantages of using franchised owner-operators to expand internationally ?**
 - (c) **Would you recommend product standardisation or adaptation strategy to the company for its Indian Operations ?**
Justify your choice.
 - (d) How important is it for subway to study the cultural factors in India ? Explain giving suitable examples.
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