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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

MBA II Year II Semester Regular Examinations July-2021

INTERNATIONAL MARKETING

Time: **3 hours**Max. Marks: **60**

SECTION – A

(Answer all Five Units **5 x 10 = 50** Marks)

UNIT-I

- 1 Examine the economic, political, technological and cultural factors associated with international marketing. **L4 10M**

OR

- 2 a What is international marketing? Discuss the scope and significance of international marketing. **L1 5M**
- b What is the difference between international and domestic marketing? **L1 5M**

UNIT-II

- 3 Explain the differences between franchising, licensing and foreign direct investment, in terms of ownership, control and risk. **L4 10M**

OR

- 4 Examine the contract Manufacturing, Assembly operations and Strategic alliances with suitable examples. **L2 10M**

UNIT-III

- 5 Explain the concept of international product life cycle (IPLC) with appropriate examples. **L4 10M**

OR

- 6 Describe the different types of international product strategy with example **L2 10M**

UNIT-IV

- 7 List out various elements involved in physical distribution of goods. **L1 10M**

OR

- 8 Compare direct and indirect selling channels. Discuss the types of direct and indirect intermediaries in brief. **L2 10M**

UNIT-V

- 9 The policy of decisions of an export firm is influenced by various factors. Discuss. **L4 10M**

OR

- 10 Elaborate 'EXIM policy' in India. **L3 10M**

SECTION – B

(Compulsory Question)

11

1 x 10 = 10 Marks

KFC, a fast-food operator, faced immense resistance from some politically active consumer groups when it opened its operations in India. One group proclaimed that opening KFC outlets in the country would propagate a "junk-food" culture. Others proclaimed that this was "the return of imperialistic powers" and was an attempt to "Westernize the eating habits" of Indians. Overzealous local authorities in the city of Bangalore used a city law restricting the use of MSG (a food additive used in the chicken served by KFC) over a certain amount as a pretext for temporarily closing down the outlet, despite the fact that the authorities did not even have the equipment to measure the MSG content in the proportions stated in the law. In the capital city of New Delhi, a KFC outlet was temporarily closed down because the food inspector found a "house-fly" in the restaurant. While both of these issues got resolved through hectic consultations with these consumer groups and through legal orders issued protecting the interests of the outlets, they do reflect how political and social concerns of even a small segment of the population can adversely affect the operations of companies in foreign markets.

Questions:

- a). If you were the country manager of KFC in India, what steps would you have taken to avoid these problems?
- b) In the above situation, critically examine the impact of social and political environment on a firm's operations in international markets.

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