



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

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QUESTION BANK (DESCRIPTIVE)

Subject & Code: INTERNATIONAL MARKETING (18MB9050)

Course & Branch: MBA II Year IV-Sem

Regulation: R18

UNIT –I

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| 1. What are the features of international marketing? | 10 M |
| 2. Explain the importance of international marketing. | 10 M |
| 3. Why does the need for international marketing arise? Explain in brief. | 10 M |
| 4. What are the advantages and disadvantages of international marketing? | 10 M |
| 5. Differentiate Domestic marketing VS international marketing. | 10 M |
| 6. Discuss the challenges faced by international sellers. | 10 M |
| 7. How can cultural environment affect the international marketing environment? | 10 M |
| 8. How can various legal and political factors pose a challenge for an international marketer? 10M | |
| 9. Discuss the different elements of international market environment. | 10 M |
| 10. Explain the components of international economic environment? | 10 M |

UNIT –II

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| 1. Discuss about the criteria for market entry decisions and factors affecting the selection of entry mode. | 10 M |
| 2. What is exporting? Discuss the factors to be considered in export process. | 10M |
| 3. Explain indirect exporting? Briefly discuss methods of indirect exporting. | 10M |
| 4. What is domestic purchasing? Discuss in detail its importance over international marketing. | 10M |
| 5. List out the advantages and disadvantages of indirect exporting. | 10M |
| 6. Define direct exporting and mention its advantages and disadvantages. | 10M |
| 7. Give a brief note on foreign manufacturing strategies without direct investment. | 10M |
| 8. Give a brief note on foreign manufacturing strategies with direct investment. | 10M |
| 9. Write short notes on
a)contract manufacturing b)assembly operations c)strategic alliances | 10M |
| 10. Make a note on the various methods followed by Indian companies to enter global market. | 10M |

UNIT-III

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| 1. Give a short note on product saturation levels in the global markets and suggest measures for further development of marketing the products. | 10 M |
| 2. Discuss the concept and importance of international product positioning. | 10 M |
| 3. What is IPLC? Discuss different stages of international product life cycle. | 10 M |
| 4. Explain the various models of IPLC with suitable examples. | 10 M |
| 5. Outline the strategic alternatives to be considered in geographic expansion in detail in international marketing. | 10 M |
| 6. Define new product. Assess the categories and significance of new products in international market. | 10 M |
| 7. The psychological attributes of a product influence the culture of international Market. Comment. | 10 M |
| 8. What is an international brand? Discuss various characteristics of successful brands at international level. | 10 M |
| 9. Write the purpose of branding in international market. | 10 M |
| 10. Discuss the various branding decisions to be made in international marketing. | 10 M |

UNIT-IV

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| 1. Give a brief account on international marketing channels. | 10 M |
| 2. Illustrate the structures of distribution channels in international market. | 10 M |
| 3. Explain in brief about the patterns of distribution in international market. | 10 M |
| 4. Identify the factors that influence choices of channels in international market. | 10 M |
| 5. How do you manage challenges in international distribution strategy? | 10 M |
| 6. Summarize the problems that arise in the physical distribution of goods in international markets. How do you manage? | 10 M |
| 7. Discuss advertising and branding in the context of international markets. | 10 M |
| 8. Discuss about the grey market with examples. | 10 M |
| 9. Describe order processing methods in international market. | 10 M |
| 10. What are the criteria in selecting foreign country market intermediaries? Discuss. | 10 M |

UNIT-V

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| 1. What is the role of export marketing in international market? | 10 M |
| 2. What is the importance of export marketing at the national level and business level? | 10 M |
| 3. The policy decisions of an export firm are influenced by various factors. Discuss. | 10 M |
| 4. Mention the challenges faced by the international marketers in export marketing. | 10 M |
| 5. Outline the latest EXIM policy (2015-2020 EXIM policy) of India. | 10 M |
| 6. Analyze the export costing and pricing process in international marketing. | 10 M |
| 7. Give brief note on important features of export marketing. | 10 M |
| 8. Write a detail on export documentation process involved in exporting. | 10 M |
| 9. Make a brief note on the export assistance and incentives provided in India | 10 M |
| 10. Give a brief notes on export procedure or processing of an export order. | 10 M |

Case Study1:

Two senior executives of the world's largest firms with extensive holdings outside the home country discuss like Company A: "We are a multinational firm. We distribute our products in about 100 countries. We manufacture in over 17 countries and do research and development in 3 countries. We look at all new investment projects both domestic and overseas, using exactly the same criteria". The execution from company A continues, of course most of the key posts in our subsidiaries are held by home-country nationals. Whenever replacements for those men are sought, it is the practice, if not the policy, to look next to you at the head office and pick someone (usually a home country national) you know and trust. Company B: "We are multinational firm. Only 1% of the personnel in our affiliate companies are non-national. Most of these are US executives in temporary assignments. In all major markets, the affiliate managing director is of the local nationality." He continues "Of course there are very few non-Americans in the key posts at head-quarters. The few we have so Americanized that we usually do not notice their nationality. Unfortunately, you cannot find good foreigners who are willing to live in the US, where our head quarter is located. American executives are more mobile. In addition, Americans have the drive and initiative we like. In fact, the European nationals would prefer to report to an American rather than to some European".

Questions:

- a) Which company is truly multinational?
- b) What are the attributes of a truly multinational company?

Case study 2

IOC has formed a wholly owned subsidiary in Mauritius - Indian Oil Mauritius Ltd. (IOML) with a huge projected investment. The company is setting up a state-of-the-art bulk storage terminal at Mer Rouge to stock 24 thousand Metric tonnes of vital petroleum products, auxiliary and bunkering facility and 25 modern petrol (and Gas) stations. IOML is also in the process of building infrastructure for storage, bottling and distribution of Indane, LPG and market servo lubricants in Mauritius. Besides, IOC has also formed a wholly-owned subsidiary in Sri Lanka - known as Lanka IOC Pvt. Ltd. (LIOC). LIOC took over 100 retail outlets owned by Ceylon Petroleum Corporation in February 2003. It is the only private-owned company besides the State-owned Ceylon Petroleum Corporation (CPC) that operates retail petrol stations in Sri Lanka. Building and operating storage facilities at Trincomalee tank farm, LIOC is involved in bulk supply to industrial consumers. In order to facilitate operations of Lanka Indian Oil Corporation Pvt. Ltd. (LIOC), the Government of Sri Lanka has extended the following concessions: a. A tripartite agreement signed between the Sri Lankan Government, CPC and LIOC guarantees that only three retail players (including CPC and LIOC) will operate in the Sri Lankan market for the next five years. b. LIOC has also been allowed income tax exemption for 10 years from the date of commencement of operations and a concessional tax of 15% thereafter against the prevailing rate of 35%. c. The Indian Oil subsidiary has also been granted customs duty exemption for import of project-related plant, machinery and equipment during project implementation period of 5 years, besides free transfer of dividend/income to India.

Questions :

- i. Critically evaluate the factors affecting IOC'S selection of these entry modes.
- ii. If, a single entry strategy need to be adopted which one would be a better strategy? Why?
- iii. In view of the emerging economic and political scenario, evaluate IOC'S entry into Sri Lanka as a Wholly Owned Subsidiary

Case study 3

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 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. You are a senior executive in the international divisions of this food MNC having post-graduate qualification in management from IGNOU and several years of experience of operating in various countries in a product management function. You have been appointed head for the fact finding mission to determine answers to these specific questions. What, in your opinion, would be answers to these questions?

- (a) Was entering the Indian market with a standardized product a mistake? Justify.
- (b) Was it a problem of the product, or the way it was positioned?
- (c) 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?

Case study 4

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 way " 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 he 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 law. In the capacity city of New Delhi a KFC outlet was temporarily closed down because the food inspector found a "house-fly" in the restaurant. Both of these issues got resolved through hectic consultations with these consumer groups and through legal orders issued protecting the interests of the outlets.

- (a) In view of the above situation, critically examine he impact of social and political environment on a firm's operation in international markers.
- (b) After completion of your MBA from IGNOU, suppose you have been appointed Country Manager (Indian Operations) in KFC, what steps would you take to cope up with the situation?

Subject name with code: INTERNATIONAL MARKETING (18MB9050)

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