

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

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**QUESTION BANK (DESCRIPTIVE)**

**Subject with Code: INTERNATIONAL MARKETING (19MB9050)**

**Course & Branch: MBA II Year II-Sem**

**Regulation: R19**



**UNIT –I**

**INTERNATIONAL MARKETING**

1	a) What is international marketing? Discuss the scope and significance of international marketing. b) What is the difference between international and domestic marketing?	[L1][CO1]	[5M]
		[L1][CO1]	[5M]
2	What are the various environmental forces influencing international marketing function? Explain.	[L2][CO1]	[10M]
3	Explain the political -legal environmental influence of international marketing.	[L4][CO1]	[10M]
4	Bring out the difference s between domestic and international markets.	[L2][CO1]	[10M]
5	How do socio -cultural aspects of different countries influence international marketing?	[L1][CO1]	[10M]
6	Explain the scope and significance of international marketing in present day business.	[L2][CO1]	[10M]
7	Discuss various objectives of international marketing along with challenges involved in international marketing.	[L2][CO1]	[10M]
8	Examine the economic, political, technological and cultural factors associated with international marketing.	[L4][CO1]	[10M]
9	How does cultural environment affect the international marketing environment?	[L1][CO1]	[10M]
10	How can various legal and political factors pose a challenge for an international marketer.	[L1][CO1]	[10M]

**UNIT –II**

**INTERNATIONAL MARKET ENTRY STRATEGIES**

1	What are the different market entry strategies and their advantages and disadvantages?	[L1][CO2]	[10M]
2	Distinguish between Direct Exporting and Indirect Exporting.	[L2][CO2]	[10M]
3	What are the advantages and disadvantages of direct exporting?	[L1][CO2]	[10M]
4	Discuss various methods followed by Indian companies to enter global market.	[L2][CO2]	[10M]
5	Critically discuss the factors that determine the choice of market entry mode. Support your answer with examples.	[L2][CO2]	[10M]
6	Explain the differences between franchising, licensing and foreign direct investment, in terms of ownership, control and risk.	[L4][CO2]	[10M]
7	Describe latest international market entry strategies.	[L2][CO2]	[10M]
8	Brief notes on foreign manufacturing strategies with direct investment. Elaborate with examples.	[L4][CO2]	[10M]
9	Examine the contract Manufacturing, Assembly operations and Strategic alliances with suitable examples.	[L2][CO2]	[10M]
10	Explain major entry strategies of Indian companies.	[L2][CO2]	[10M]

**UNIT –III**  
**INTERNATIONAL PRODUCT MANAGEMENT**

<b>1</b>	Explain different aspects of product positioning in foreign markets.	[L2][CO3]	[10M]
<b>2</b>	Differentiate domestic and international product life cycle.	[L2][CO3]	[10M]
<b>3</b>	Define new product. With various scope and categories of new products in international market.	[L4][CO3]	[10M]
<b>4</b>	Explain the concept of international product life cycle (IPLC) with appropriate examples.	[L4][CO3]	[10M]
<b>5</b>	Elaborate on strategic alternatives of market expansion.	[L2][CO3]	[10M]
<b>6</b>	Elaborate various product strategies for international markets.	[L2][CO3]	[10M]
<b>7</b>	How important is product testing, while preparing to launch a new product in the international market?	[L1][CO3]	[10M]
<b>8</b>	Explain brand and culture significance in international markets with suitable examples.	[L4][CO3]	[10M]
<b>9</b>	Describe the different types of international product strategy with example.	[L2][CO3]	[10M]
<b>10</b>	What is IPLC? And discuss different stages of international product life cycle.	[L2][CO3]	[10M]

**UNIT –IV**  
**INTERNATIONAL MARKETING CHANNELS**

<b>1</b>	Explain the distribution structures of foreign markets.	[L2][CO4]	[10M]
<b>2</b>	What challenges do companies face when distributing products internationally?	[L2][CO4]	[10M]
<b>3</b>	How does the Selecting Foreign Country Market intermediaries with examples.	[L2][CO4]	[10M]
<b>4</b>	List out various factors influencing the choice of channels.	[L2][CO4]	[10M]
<b>5</b>	List out various elements involved in physical distribution of goods.	[L1][CO4]	[10M]
<b>6</b>	Explain the issues involved in selection of market intermediaries in foreign countries.	[L2][CO4]	[10M]
<b>7</b>	How to manage the physical distribution of goods in international market.	[L1][CO4]	[10M]
<b>8</b>	Discuss patterns of distribution in international market.	[L2][CO4]	[10M]
<b>9</b>	Discuss branding and advertising in the context of international marketing.	[L2][CO4]	[10M]
<b>10</b>	Compare direct and indirect selling channels. Discuss the types of direct and indirect intermediaries in brief.	[L2][CO4]	[10M]

**UNIT –V**  
**EXPORT MARKETING**

1	What is the role of export marketing in international marketing?	[L1][CO1]	[10M]
2	What is the importance of export marketing at the national level and business level?	[L1][CO1]	[10M]
3	Discuss export documentation procedure in India.	[L2][CO1]	[10M]
4	The policy of decisions of an export firm are influenced by various factors. Discuss.	[L4][CO1]	[10M]
5	Explain various elements of export costing and pricing.	[L1][CO1]	[10M]
6	Make a brief note on the export assistance and incentives provided in India.	[L2][CO1]	[10M]
7	Explain various elements of export costing and pricing.	[L2][CO1]	[10M]
8	Elaborate 'EXIM policy' in India.	[L3][CO1]	[10M]
9	Give a brief note on export procedure or processing of export order.	[L1][CO1]	[10M]
10	List out major incentives offered for exports by Indian government.	[L1][CO1]	[10M]

**Case study 1:**

Toyota offers a full line of cars for the US market from family sedans to sports utility vehicles to trucks and minivans. It has products for different price points, from lower cost Scions to mid-priced Camrys to the luxury brand Lexus. Designing the different products means listening to different customers. Toyota learnt that Scion's target age group of 16 -24 years wanted personalization. So it let its customers choose from 40 customization elements at its showrooms, from stereo components to Wheels and even floor mats. It started marketing its car at music events where 'young people feel comfortable hanging out and not a place where they just go stare at a car'. In marketing the brand Lexus defined perfection, comfort, size, dependability. The reason behind the success of Toyota is lean manufacturing. It can make 8 different models of the car at the same time bringing huge increase in productivity. In 2006 it had the highest sales of cars. All that changed in 2010 -11 A variety of problems like sticking acceleration pedals to sudden acceleration, braking system affected many Toyota brands including Lexus, Camry, Corolla, Prius. Many cars were recalled. Market share fell by 4%. Hoping to bring back the customers the company offered incentives like 2 years free maintenance and 0% finance. Now it can be comforted by the fact that it continues to grow and lead using lean manufacturing and environmental friendly technologies.

**Questions:**

- a) Toyota has built a huge manufacturing company that can build millions of cars each year for a wide variety of customers. Why was it able to grow so quickly, more than other car companies?
- (b) Did Toyota do the right thing by manufacturing a car for every segment?

**Case study 2:**

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.

**CASE STUDY 3:**

Two senior executives of the world's largest firms with extensive holdings outside the home country discusses 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".

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**Questions:**

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

**CASE STUDY 4:**

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 needs 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

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