



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

Siddharth Nagar, Narayanavanam Road – 517583

QUESTION BANK (DESCRIPTIVE)

Subject with Code :INTERNATIONAL MARKETING(16MB744)

Course & Branch: MBA IYear IV-Sem

Regulation: R16

UNIT –I

- | | |
|--|------|
| 1. What are the features of international marketing? | 10 M |
| 2. Explain the important of international marketing. | 10 M |
| 3. Why is there a need for international marketing? | 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

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

UNIT-III

1. Give notes on product management and explain the features and levels of product? 10 M
2. Discuss concept of international product positioning. 10 M
3. What is IPLC? And discuss different stages of international product life cycle. 10 M
4. Explain the various models of IPLC? 10 M
5. What is geographic expansion discussed in detail? 10 M
6. Define new product. With various scope and categories of new products in international market. 10 M
7. The psychological attributes of a product influence the culture of international market - give your comment. 10 M
8. What is 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 methods of branding decisions. 10 M

UNIT-IV

1. Give notes on international marketing channels. 10 M
2. Discuss channel distribution structure in international market 10 M
3. Discuss patterns of distribution in international market. 10 M
4. Factors influencing choices of channels in international market. 10 M
5. Challenges in managing an international distribution strategies. 10 M
6. How to manage the physical distribution of goods in international market. 10 M
7. Discuss advertising and branding. 10 M
8. Discuss grey market with examples. 10 M
9. Discuss order processing methods in international market. 10 M
10. Discuss any four factors which is affecting choices of channels in international market. 10 M

UNIT-V

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? 10 M
3. Discusses the importance of export marketing at business or enterprises level. 10 M
4. Challenges faced by the international marketer at export marketing. 10 M
5. Discuss the EXIM policy of India. 10 M
6. Discuss on export costing and pricing. 10 M
7. Give brief note on features of export marketing. 10 M
8. Write a detail on export documentation. 10 M
9. Discuss about export assistance and incentives in India 10 M
10. Give a brief notes on export procedure or processing of an export order. 10 M

Case study 1

Abstract:

The caselet discusses the competitive strategies adopted by Caterpillar Inc., a leading earth moving equipment manufacturer. It takes a look at the expansion of Caterpillar's product line and analyzes the factors responsible for the company's successful global operations. It talks about the innovations made by Caterpillar to provide quality products to customers throughout the world and how Caterpillar has achieved a competitive edge by having a strong dealer network. It describes Caterpillar's deviation from standardization to serve customers efficiently.

Issues:

1. How Caterpillar differentiated itself from its rivals
2. Expansion of Caterpillar's product line
3. Global dealer network of Caterpillar

Introduction

The inception of Caterpillar Inc. (Caterpillar) took place way back in the 1920s. Over the years, Caterpillar became a dominant player in the manufacture of earth moving equipment, and construction and mining equipment and a leading supplier of agricultural equipment

The company also manufactured diesel and natural gas engines, industrial gas turbines, logging machinery, electrical power-generation systems, etc.

It was recognized as a technology leader in various areas like construction, transportation, mining, energy, logistics, and electric power generation. Caterpillar's headquarters is situated at Peoria, Illinois, U.S.A.

Its products are manufactured in the US and other locations including Australia, Belgium, Brazil, Canada, China, England, France, Germany, Hungary, India, Indonesia, Ireland, Italy, Japan, Malaysia, Mexico, the Netherlands, Nigeria, Northern Ireland, Poland, Russia and South Africa...

Questions for Discussion:

1. Comment on Caterpillar's diversification into various businesses over the years.
2. Discuss the reasons for Caterpillar having a competitive edge over its competitors.

Case study 2**Abstract:**

The caselet looks into the operations of Amazon.com, the initiator of online shopping. It analyzes the strategies implemented by Amazon, the virtual store, to stay ahead of competition and focuses on how Amazon alters features of e-shopping to add to the customer's convenience.

Issues:

Amazon.com-the first online shopping store

Amazon-Ahead of competitors

Can Amazon increase the customer base while retaining loyal customers?

How Amazon makes its website alluring to online shoppers

International Marketing (16MB744)

Introduction

Amazon.com (Amazon), the pioneer in online shopping has seen its sales grow through the years. According to a Fortune report, Amazon's competitors like Barnes & Noble had been making efforts to imitate the features of Amazon's website but were not able to capture the market as efficiently as Amazon did.

This was evident from the sales figure of Barnes & Noble, which stood at \$425 million in 2003 as against \$5.26 billion of the Amazon for the same year.

Launched in 1995, Amazon had the advantage of being one of the first online shopping sites. In the first month of its operations, Amazon shipped books to 45 different countries. In May 1997, Amazon became a public limited company. Between 1997 and 2001, Amazon's revenue grew from \$147 million to \$3.1 billion. It offered a wide variety of products to its customers...

Questions for Discussion:

1. Discuss the various features on Amazon's website which helped it to retain and increase its customer base over the years.
2. Do you think Amazon can sustain the competition due to its first mover advantage in the business? Justify your answer.

Case study 3

Abstract:

The spotlight in this caselet is on how Honda Motors Co. Ltd., one of the leading automobile companies in the world, achieved success by offering superior quality products to its customers. The caselet also focuses on the strategies that the company adopted to establish and get a foothold in the American automobile market. It gives the views of various analysts like BCG, Pascale, and Prahalad and Hamel on Honda's success.

Issues:

Strategies that have made Honda a leading automobile company

- » Strategies that Honda adopted to attract American consumers
- » Analysis of Honda's success strategies

Introduction

Honda Motors Co. Ltd (Honda) is one of the most successful automobile companies in the world. The company had spread its operations in over 97 countries worldwide.

The company, named after its founder Soichiro Honda, was established in 1948 in Hamamastu, Japan. In 1950, it shifted its base to Tokyo. Initially, Honda manufactured engines that powered bicycles.

It gradually diversified into production of cars, motorcycles, scooters, ATVs (All Terrain Vehicles), trucks, marine engines, lawn and garden equipment, electrical generators, etc...

Questions for Discussion:

1. What are the different marketing strategies that Honda adopted to attract American consumers?
2. BCG, Pascale, and Prahalad and Hamel gave different views about the secret behind Honda's success. What according to you could be the reason behind the company's success?

Case study 4

Abstract:

P&G, a brand to reckon with in the FMCG sector, suddenly found its sales dropping in Germany and India in the year 2000. The caselet explores the reason for this drop in sales and examines the measures that need to be taken to boost sales. It also discusses the marketing strategies that the company adopted to deal with the competition.

Issues:

- » Impact of price related to the competition in the FMCG industry
- » Can private brands pose a threat to the survival of multinational companies?
- » Does resorting to price cuts put an end to competition?
- » How competitors' moves can pressure and influence the strategies of a company

Introduction

Procter & Gamble Company (P&G), established in 1837 in Cincinnati, USA, was founded by William Procter and James

Gamble. The company initially sold soaps and candles...

Questions for Discussion:

1. Is Procter & Gamble right in resorting to price cuts to revive its flagging sales? Discuss.
2. Comment on Procter & Gamble's shift to a 'volume-based' company from a 'value-based' company.

Subject name with code: INTERNATIONAL MARKETING (16MB744)

Prepared by: Dr.SK.GURUMOORTHY