



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

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**QUESTION BANK (DESCRIPTIVE)**

**Subject with Code: International Marketing (20MB9050)**

**Course & Branch: MBA**

**Regulation: R20**

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

**UNIT –I  
INTERNATIONAL MARKETING**

<b>1</b>	a	What is International Marketing? Give a brief account of its scope.	[L1][CO1]	[5M]
	b	As a marketer assess the significance of internal marketing.	[L3][CO1]	[5M]
<b>2</b>	a	List out the challenges involved in international marketing.	[L2][CO1]	[5M]
	b	As an established marketer suggest the new entrepreneurs the importance of international marketing.	[L3][CO1]	[5M]
<b>3</b>	a	Explore the measures to be initiated to meet the challenges in international marketing.	[L2][CO1]	[5M]
	b	As a marketing professional what do you have to say on the role of international marketing in the growth of a company? Explain.	[L3][CO1]	[5M]
<b>4</b>	a	Discuss the role marketer in resolving the challenges faced in international marketing.	[L2][CO1]	[5M]
	b	Outline the contribution of international marketing to the economy of a country.	[L4][CO1]	[5M]
<b>5</b>	a	Discuss the important features of international marketing.	[L2][CO1]	[5M]
	b	What are the advantages and disadvantages of international marketing?	[L1][CO1]	[5M]
<b>6</b>	a	Distinguish between Domestic marketing VS international marketing.	[L3][CO1]	[5M]
	b	What is the importance of International Marketing?	[L1][CO1]	[5M]
<b>7</b>	a	Relate the importance of international marketing from an organizational perspective.	[L4][CO1]	[5M]
	b	Make a comparison between domestic marketing and international marketing.	[L1][CO1]	[5M]
<b>8</b>	a	Discuss the different elements of international market environment.	[L2][CO1]	[5M]
	b	Examine the impact of cultural environment on international marketing.	[L4][CO1]	[5M]
<b>9</b>	a	Consider yourself as a marketer of unbranded perishable product. Assume an opportunity of international marketing is offered by a reputed company. Appraise the situation and answer the merits and demerits of the offer.	[L5][CO1]	[5M]
	b	Enumerate the elements of international economic environment.	[L2][CO1]	[5M]
<b>10</b>	a	Make an assessment of political and legal factors that influence the international marketing environment.	[L3][CO1]	[5M]
	b	‘Analysis of Global Economic Environment is quite essential to International Marketing in today’s scenario’. Critically comment on the statement.	[L4][CO1]	[5M]

**UNIT –II**  
**INTERNATIONAL MARKET ENTRY STRATEGIES**

<b>1</b>	a	Discuss about the various criteria for market entry decisions.	[L2][CO2]	[5M]
	b	Identify the factors that affect the entry mode.	[L3][CO2]	[5M]
<b>2</b>	a	Suggest a suitable 'Foreign Market Entry Strategy for the following organization. Justify your answer (1)An Indian steel company planning to get into Overseas- markets	[L5][CO2]	[5M]
	b	What is exporting? Discuss the factors to be considered in export process.	[L2][CO2]	[5M]
<b>3</b>	a	A ready-made garment small-scale Indian Manufacturer is willing to enter US market. Recommend a suitable market entry strategy.	[L5][CO2]	[5M]
	b	What are the factors to be considered in exporting goods?	[L1][CO2]	[5M]
<b>4</b>	a	An Internationally reputed Fast Food Chain – Quick Service Restaurant (QSR)' desires to enter Indian Markets. Propose a suitable foreign market entry strategy.	[L5][CO2]	[5M]
	b	Write short notes on (1) Indirect Exporting (2) Domestic Purchasing	[L2][CO2]	[5M]
<b>5</b>	a	What role might foreign investment play in helping developing nations improve their growth rate?	[L4][CO2]	[5M]
	b	Discuss the advantages and disadvantages of indirect exporting.	[L3][CO2]	[5M]
<b>6</b>	a	Outline the foreign manufacturing strategies with direct investment in international marketing.	[L3][CO2]	[5M]
	b	What is licensing? What are its advantages and disadvantages?	[L3][CO2]	[5M]
<b>7</b>	a	Compare and contrast between joint ventures and strategic alliances.	[L3][CO2]	[5M]
	b	Explain in brief about (a) Contract manufacturing (2) Assembly operations	[L2][CO2]	[5M]
<b>8</b>	a	Make a SWOT analysis on direct exporting for a steel company in African Markets.	[L5][CO2]	[5M]
	b	Discuss about the advantages and disadvantages of domestic purchasing.	[L2][CO2]	[5M]
<b>9</b>	a	Give a brief description on various types of export marketing.	[L3][CO2]	[5M]
	b	Why would a domestic organization adopt a foreign manufacturing strategy by direct investment? Justify your answer.	[L4][CO2]	[5M]
<b>10</b>	a	Make a note on the various methods adopted by Indian companies to enter global market.	[L2][CO2]	[5M]
	b	What is global marketing mix? Analyze the essence of global marketing mix.	[L4][CO2]	[5M]

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

<b>1</b>	a	Give a short note on product saturation levels in the global markets.	[L2][CO3]	[5M]
	b	What constitutes the international product management? Explain.	[L3][CO3]	[5M]
<b>2</b>	a	Interpret in your own words about the importance of international product positioning.	[L4][CO3]	[5M]
	b	What are the different types of product positioning in international markets?	[L3][CO3]	[5M]
<b>3</b>	a	What is a Product? Make a brief sketch about the levels of product.	[L3][CO3]	[5M]
	b	Write short notes on international product life cycle.	[L2][CO3]	[5M]
<b>4</b>	a	Explain the various models of IPLC with suitable examples.	[L3][CO3]	[5M]
	b	Outline the strategic alternatives to be considered in geographic expansion in detail in international marketing.	[L4][CO3]	[5M]
<b>5</b>	a	Propose a possible strategic alternative for a mobile manufacturer to consider geographic expansion in South East Asian markets.	[L6][CO3]	[5M]
	b	Illustrate the importance of new products in international marketing.	[L2][CO3]	[5M]
<b>6</b>	a	Describe the process of new product development.	[L3][CO3]	[5M]
	b	Is it essential to develop new products for an international marketing/manufacturing organization? Substantiate your answer.	[L4][CO3]	[5M]
<b>7</b>	a	What do you mean by product adaptation and product standardization? Explain the factors favoring international product standardization?	[L2][CO3]	[5M]
	b	Define new product. Assess the categories and significance of new products in international market.	[L4][CO3]	[5M]
<b>8</b>	a	The psychological attributes of a product influence the culture of international market. Comment.	[L5][CO3]	[5M]
	b	What do you mean by branding? Explain its significance in international marketing.	[L2][CO3]	[5M]
<b>9</b>	a	Discuss the concepts and relationships that must be understood if marketing managers are to make effective product modification decisions for international markets.	[L4][CO3]	[5M]
	b	Examine the purpose of branding in international markets.	[L2][CO3]	[5M]
<b>10</b>	a	“Think global act local” What factors are likely to limit a firm’s ability to standardize its international product/service offerings or its communication strategies? Discuss and illustrate your answer with examples.	[L5][CO3]	[5M]
	b	How could the product life cycle be extended internationally for a mountain bike?	[L5][CO3]	[5M]

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

<b>1</b>	a	Give a brief account on international marketing channels.	[L2][CO4]	[5M]
	b	Illustrate the structures of distribution channels in international market.	[L2][CO4]	[5M]
<b>2</b>	a	Demonstrate an understanding on selecting international marketing channel.	[L2][CO4]	[5M]
	b	Identify the factors that influence the selection of international marketing channels.	[L3][CO4]	[5M]
<b>3</b>	a	Explain in brief about the patterns of distribution in international market.	[L2][CO5]	[5M]
	b	Compare the advantages and disadvantages of direct and indirect selling.	[L2][CO4]	[5M]
<b>4</b>	a	What are the criteria in selecting foreign country market intermediaries? Discuss.	[L3][CO4]	[5M]
	b	Explain the types of direct channel structure.	[L2][CO4]	[5M]
<b>5</b>	a	What are advantages and disadvantages of indirect selling?	[L2][CO5]	[5M]
	b	Explain the factors influencing the choice of channel of distribution in international marketing.	[L3][CO4]	[5M]
<b>6</b>	a	Summarize the problems that arise in the physical distribution of goods in international markets. How do you manage?	[L2][CO4]	[5M]
	b	Write short notes on global advertising vs. country-specific advertising.	[L2][CO4]	[5M]
<b>7</b>	a	Identify and describe some of the major problems confronting an international advertiser.	[L2][CO4]	[5M]
	b	Assess the role of advertising in brand building in international perspective.	[L3][CO4]	[5M]
<b>8</b>	a	Discuss about the grey market with examples.	[L3][CO5]	[5M]
	b	You are a marketing head in an organization (educational institute) providing higher educational services to the students. You wish to attract students globally in your educational institute. Prescribe the advertising mechanism for the institute.	[L6][CO5]	[5M]
<b>9</b>	a	Suggest various measures to meet the challenges you face in physical distribution of goods in international markets.	[L3][CO5]	[5M]
	b	Enumerate the challenges to be met in managing an international distribution strategy.	[L3][CO5]	[5M]
<b>10</b>	a	Relate the behavioral mechanism used in global advertising.	[L2][CO4]	[5M]
	b	Do you consider grey markets as productive international markets? Justify your answer.	[L5][CO4]	[5M]

**UNIT –V**  
**EXPORT MARKETING**

1	a	What is the role of export marketing in international market?	[L2][CO6]	[5M]
	b	Assess the importance of export marketing at the national level and business level.	[L4][CO6]	[5M]
2	a	The policy decisions of an export firm are influenced by various factors. Discuss.	[L5][CO6]	[5M]
	b	Mention the challenges faced by the international marketers in export marketing.	[L3][CO6]	[5M]
3	a	Write short notes on the steps involved in preparing export policy.	[L2][CO6]	[5M]
	b	Make an assessment on why do organizations need export policy.	[L3][CO6]	[5M]
4	a	What is EXIM policy? List out the objectives of EXIM policy.	[L2][CO6]	[5M]
	b	Examine the highlights of Foreign Trade policy of 2015-20.	[L2][CO6]	[5M]
5	a	Give a brief account of export costing and pricing process in international marketing.	[L3][CO6]	[5M]
	b	Enumerate the methods of export pricing.	[L2][CO6]	[5M]
6	a	Develop the export order processing for your organization exporting readymade garments.	[L4][CO6]	[5M]
	b	Make a brief note on the export assistance and incentives provided in India	[L3][CO6]	[5M]
7	a	Write short notes on (1) Commercial invoice (2) Letter of credit (3) Bill of exchange (4) Bill of Lading	[L1][CO6]	[5M]
	b	What are the challenges faced by the exporters and importers?	[L2][CO6]	[5M]
8	a	Highlight the factors to be considered in exporting perishable goods such as processed food and dairy products.	[L4][CO6]	[5M]
	b	Analyze the contribution of export businesses towards economy.	[L4][CO6]	[5M]
9	a	Does the assistance provided by government help in identifying opportunities for exporters? Justify your answer.	[L5][CO6]	[5M]
	b	Highlight the bottlenecks faced by import businesses.	[L4][CO6]	[5M]
10	a	What are the obstacles faced by businesses in pre-shipment and shipment stage? Suggest measures to overcome them.	[L3][CO6]	[5M]
	b	You are a person from rural area which is famous for making artifacts. What difficulties you may face in exporting those goods? Also suggest measures to help the rural businessmen to export their goods in smooth way.	[L5][CO6]	[5M]

**CASE STUDY**

**Case Study1:**

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".

Questions:

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- 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?

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