

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

MBA II Year II Semester Regular & Supplementary Examinations May/June-2024
INTERNATIONAL MARKETING

Time: 3 Hours

Max. Marks: 60

SECTION – A

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

UNIT-I

1 As an established marketer suggest the new entrepreneurs the importance of international marketing. CO1 L1 10M

OR

2 Make a comparison between domestic marketing and international marketing. CO1 L3 10M

UNIT-II

3 Write short notes on CO2 L1 10M
(i) Indirect Exporting (ii) Domestic Purchasing

OR

4 Discuss about the advantages and disadvantages of domestic purchasing. CO2 L6 10M

UNIT-III

5 Define new product. Assess the categories and significance of new products in international market CO3 L1 10M

OR

6 How could the product life cycle be extended internationally for a mountain bike? CO3 L4 10M

UNIT-IV

7 Illustrate the structures of distribution channels in international market. CO4 L2 10M

OR

8 Assess the role of advertising in brand building in international perspective. CO4 L3 10M

UNIT-V

9 Enumerate the methods of export pricing. CO5 L5 10M

OR

10 Analyze the contribution of export businesses towards economy. CO5 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 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.

(i) In view of the above situation, critically examine he impact of social and political environment on a firm's operation in international markers.

(ii) 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?

*** END ***

