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Total No. of Pages: 03
Total No. of Questions: 10

MBA (Sem.-4th)
INTERNATIONAL MARKETING
Subject Code: MBA-907
Paper ID: [A2527]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

- (i) Attempt any four questions from Section-A. Each question carries 05 marks.*
- (ii) Attempt four question from Section-B. by selecting one question from each unit. Each question is of 08 marks.*
- (iii) Section-C contains one case study which is compulsory and is of 8 marks.*

Section –A

4x5=20

Q.1. Attempt any four questions form this part.

- (a) Write a note on licensing as an entry strategy in foreign market.
- (b) Explain briefly how technological environment of a country affects the international marketer?
- (c) Discuss India's trade vis a vis ASEAN markets.
- (d) What is Letter of Credit?
- (e) What factors favour product adaptation in foreign market?
- (f) Outline five problems confronting the international advertiser?

Section –B

Unit-I

Q2: What is international market segmentation and positioning? Explain various international positioning strategies.

OR

Q3: Why do companies enter foreign markets through acquisition of local companies? What are the advantages and disadvantages of such acquisition? Discuss the latest acquisition of foreign company by an Indian company.

Unit-II

Q4: How do cultural, legal and political factors affect the decision of a company entering foreign market?

OR

Q5: What are regional blocks? How they affect world trade? Explain briefly various regional blocks.

Unit-III

Q6: Discuss various export incentives extended by Govt. of India to Indian exporters in the recent EXIM policy of India.

OR

Q7: What are various sources of availing export finance? What is the role of Export Credit Guarantee Corporation in export finance?

Unit-IV

Q8: What is international promotion mix? What factors affect the choice of various communication strategies in international marketing?

OR

Q9: Discuss the factors affecting the channel decisions for marketing of products in foreign markets? How internet has redefined the international distribution?

Section –C

Q.10. CASE STUDY : Thing globally, act locally- the case of Jack Daniel's

To build or create a successful global brand, the positioning of the brand should be flexible enough to take on local flavor in the communication and execution process without changing the core values, equity, identity or imagery. Jack Daniel's Tennessee Whiskey is an excellent example of this philosophy.

The evolution of Jack Daniel's print campaign illustrates the importance of a flexible global communications strategy. Over the years, the well-known black-and-white Jack Daniel's print campaign, known as 'Postcards from Lynchburg', has been extended to television, cinema and radio ads. Regardless of the medium, each advertisement delivers the Jack Daniel's message of a premium, authentic and masculine brand. While the advertising communicates the brand's universal qualities, how the message is translated into each specific market is based on local factors. Adaptations of the traditional US black-and-white print ads are currently running with great success in the UK, Australia, Japan, Canada, Germany and South Africa.

In some markets, Jack Daniel's marketing takes on a different look to accommodate a local market custom. When Jack Daniel's was first marketed in Asia, it used the 'Postcards from Lynchburg' advertising. These ads featured the Jack Daniel's distillery and the craftsmen who make the whiskey in their working attire to denim overalls. For Americans this campaign calls up nostalgic images of a simpler life when there was time to do things well. But in Asia's booming, dynamic economies, wearing overalls, working at a slow pace and leading a 'simple life' was not something to which most Asians aspired. As a result, the Jack Daniel's campaign in Asia was modified to focus less on the craftsmen and the location and more on the craftsmanship, special ingredients and time-honoured production process. By redirecting attention to different parts of the Jack Daniel's story, the company is able to change the idea to meet the needs of the market, thus practicing flexibility without affecting the brand's core equity.

An obvious ingredient of any successful global communications strategy is a clear understanding of consumers. On a global basis, it is important to understand consumer behaviour overall, and on a local basis, it is important to understand the dynamics that make the market unique. For instance, in the USA the majority of products on the market are accessible to most consumers. In this market, Jack Daniel's is an affordable product and one that most people can buy on a regular basis. In many

other countries, the income scale is different. Although consumers may be in the middle-income range, they probably cannot afford regularly to buy a bottle of Jack Daniel's. For these consumers, Jack Daniel's is likely to be considered a special occasion brand. Consumption and entertaining patterns are also widely different. The USA has a strong tradition of entertaining and consuming alcohol at home. But in many areas of the world, socializing and alcohol consumption is more frequently done in restaurants and bars.

Case discussion questions:

1. What is Jack Daniel's global communications strategy?
2. How does the difference in disposable income between one market and another affect the ways in which the company communicates with its customers?
3. Jack Daniel's is a successful brand that has managed to communicate a consistent and recognizable identity globally. Does it not make the need to adapt its marketing communications to the local environment un-necessary?

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