

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA (2012 & Onwards) (Sem.-4)

INTERNATIONAL MARKETING

Subject Code : MBA-907

Paper ID : [A2527]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
- 2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

1. What was the basic thought behind mercantilism?
2. Outline both brownfield and Greenfield means of entering foreign markets.
3. What is country risk analysis? What are different types of risks?
4. Differentiate between tariff and non tariff barriers.
5. What is the role of export promotion organizations?
6. Outline new product development process in international market.

SECTION-B

UNIT-I

7. Discuss the contribution of Adam Smith and David Ricardo to international trade while highlighting the four phases of international marketing involvement.
8. In phases one and two of the international planning process (for screening and selection of markets), countries may be dropped from further consideration as potential markets. Discuss some of the conditions in each phase that may exist in a country that would lead a marketer to exclude a country.

UNIT-II

9. *“A crucial fact when doing business in a foreign country is that permission to conduct business is controlled by the government of the host country.”* Comment.
10. Discuss the possible types of arrangements for regional economic integration. Give examples of each.

UNIT-III

11. Explain the reasoning behind the various regulations and restrictions imposed on the exportation and importation of goods. Briefly outline the Indian export and import policy.
12. Write short notes on
 - a. Export finance
 - b. Export documents.

UNIT-IV

13. Why is it so difficult to control consumer prices when selling overseas? Why should a knowledge of countertrades" be part of an international marketers pricing tool kit? Discuss.
14. Outline some of the major problems confronting an international advertiser. What special media problems confront the international advertiser?

SECTION-C

15. Whirlpool Appliances are manufactured in 13 countries and marketed in approximately 140 countries around the world. Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances. Its growth, from primarily a U.S. manufacturer to "world leader," is the result of strategic direction set in the mid 1980s and reaffirmed through an exhaustive and integrated strategic planning process in 1992.

In the 1980s, four manufacturers accounted for almost all major home appliance sales in the United States, a market where approximately 40 million appliances are sold annually. Each was a tough, seasoned competitor fighting for greater sales in a market predicted to grow little in the decade ahead. Whirlpool was one of those companies. Unable to find growth potential in the U.S. appliance market and unwilling to accept the status quo, the company began a systematic evaluation of opportunities—both inside and outside the appliance industry—worldwide. At the same time, Whirlpool established parameters within which decisions about the company's future would be made. New ventures would provide opportunity for growth, build on existing company strengths, and be market driven. Leadership opportunities, too, would be a consideration.

With growth parameters established and study data in, the decision was made to remain focused on major home appliances but to expand into markets not already served by

Whirlpool. The goal was world leadership in a rapidly globalizing major appliance industry in which approximately 190 million appliances are sold each year. A major acquisition in Europe, joint ventures with companies in Mexico and India and increased ownership in companies in Canada and Brazil swiftly followed.

Throughout the early 1990s, the company continued its expansion in Latin America and Europe and a manufacturing and marketing presence was established in Eastern Europe. And, to manage its small appliance business on a global basis, including the Kitchen Aid stand and hand mixers, a Small Appliance Business Unit was formed.

In the past four years, Whirlpool has aggressively pursued its Asian strategy. A headquarters office and four regional offices were established in 1993. Two years later, five majority-owned joint ventures were announced in India and China to expand the company's Asian manufacturing base.

In Asia, Latin America, North America, Europe, and in all the countries where it has a presence, Whirlpool seeks to set the standards against which the global major domestic appliance industry is measured. To that end, the company vigorously pursues the goals of its Worldwide Excellence System (WES). Initiated in 1991, WES incorporates the best of all Whirlpool quality programs, worldwide, with Malcolm Baldrige Award and International Standards Organization criteria to establish a common approach to quality, one that dedicates the company to the pursuit of excellence and total customer satisfaction.

Questions :

- a. List the different alternative entry modes used by Whirlpool? Why was this entry strategy best for whirlpool?
- b. Compare and contrast this entry method with other methods of entry into a foreign market.
- c. Based on the case; discuss the level of Whirlpools international involvement and also highlight whether it is a exporter, international or global company? Support your answer.