

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester V – PGDM (RM) 2015-17

International Marketing Management
ET_RM_IMM_2912

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions. All questions carry equal marks.

- Q 1** a) Environmental factors have a major bearing on international marketing decisions. Explain with the help of diagrams.
- i) Economic environment.
 - ii) Political and legal environment.
 - iii) Cultural environment
 - iv) Technological environment.
- b) Explain concept of marketing at a global level with specific reference to advantages given by trade and commerce and information technology. **14**
- Q 2** a) What are the multiple modes of entry in international markets?
b) Scanning of internal environment will have defined focus areas. Explain the following:
- i) Mission statement.
 - ii) Value chain analysis. **14**
- Q 3** Global marketing requires exceptional leadership, capacity to formulate and implement global strategies that leverage worldwide learning and respond fully to local needs and wants. Explain:
- i) Mindset for international business.
 - ii) The matrix structure. **14**
- Q 4** a) What advantages do strategic alliances in international markets provide?
b) Outline global pricing strategies when domestic currency is weak and when domestic currency is strong.
c) What do you understand by international strategic alliances? Explain the following:
- i) Non-equity alliance.
 - ii) Equity alliance.
 - iii) Joint ventures. **14**

- Q 5 a)** Your firm is making high quality generator sets. You are marketing the generator sets to a large number of countries. The noise levels produced by the generator sets exceeds the norms applicable for noise levels in developed countries which is also a market you are seriously considering for market entry.
- i) Would you recommend a change in product features even though the additional cost is exorbitant?
 - ii) The laws of the developed countries are stringent and violation of rules will seriously compromise both market entry and plans for expansion. What are the options available to you as a manufacturer?
 - iii) Will you also consider setting up manufacturing facilities abroad? If yes why? If no why?
- b)** Why is the study of consumer buying behavior important in international markets? **14**
- Q 6 a)** RTA's have a major role to play in development of global markets. Explain as to how RTA's are shaping international marketing management concepts.
- b)** Certain aspects deserve serious consideration when the marketer starts comprehending external environment. Explain the following:
- i) Environmental uncertainty.
 - ii) Differentiation and integration. **14**
- Q 7** Write short notes on any **FOUR** of the following:
- a) Balance of payments.
 - b) Characteristics of successful distribution.
 - c) Middlemen characteristics & Customer characteristics.
 - d) Pricing for international markets: Operational and strategic strategies.
 - e) Selection and care of distributors and agents.
 - f) Levels of integration among countries.
 - g) Standardization, customization and localization. (Product specific attributes). **14**
