

**H** Roll No. ....

## **MB-402(M1)**

**M. B. A. (FOURTH SEMESTER)**

**MID SEMESTER**

**EXAMINATION, May, 2023**

**INTERNATIONAL MARKETING**

**Time : 1½ Hours**

**Maximum Marks : 50**

- Note :** (i) This question paper contains two Sections—Section A and Section B.  
(ii) Both sections are compulsory.  
(iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A.  
(iv) Each question carries 10 Marks.  
(v) Section B consisting of Case Study is Compulsory. Section B is of 20 Marks.

### **Section—A**

1. (a) Discuss the role of Globalization in International Business. Explain the drivers of Globalization. (CO4)

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- (b) What is International Marketing ? What are different ways in which a business can be considered International ? (CO1)
- (c) Highlight the differences in Domestic and International Marketing System ? (CO4)
- 2. (a) Differentiate between Domestic Environment and Foreign Environment with reference to International Marketing Task. (CO3)
- (b) Explain Ethnocentrism with the help of Suitable examples. (CO3)
- (c) Prepare a list of Controllables and Uncontrollables in International Marketing Environment. (CO3)
- 3. (a) What do you mean by Trade Barriers in International Business ? Explain arrangements made to promote Free Trade in this era of Globalization. (CO2)

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- (b) Write short notes on the following : (CO2)
  - (i) Balance of Payments
  - (ii) Protectionism
- (c) Write short notes on the following : (CO2)
  - (i) Tariff
  - (ii) World Trade Organization (WTO)

#### Section—B

#### 4. NIKE Global Marketing Strategies :

20 (CO5)

The inception of the company strategy of Nike was born when Phil Knight was still a university student. He already thought that it would be beneficial to the company if it used manufacturing plants in other countries outside the United States, because the labor costs would be much lower. He thought that South Korea and Taiwan were viable locations. Those ideas became a reality. Later, the manufacturing plants were moved to Indonesia and China. Today, the athletic shoes, apparel,

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equipment, and accessories are manufactured in more than 700 plants located in 42 countries. Nike does not own any of the factories. Instead, the manufacturing processes are all outsourced, which is more economical.

At the core of international marketing strategies is creative innovation, which proved to be a very strong edge for the brand to maintain superiority over competition.

It has its own formula to come up with its strategic marketing thrusts. It needs new business ideas to enable the brand to expand in a sustainable economy. It should have road map for the future evolution of the brand and solutions to overcome the hurdles blocking its path. It should define ways to allow the brand to continue evolving and make the current business model while undergoing a transformation.

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For the international expansion of Nike, it acknowledges that it should know how to collaborate and be flexible when approaching innovation.

The brand has several goals in order to reach their marketing strategies.

- Put investing in sustainability a priority for R & D and innovation on the agenda of consumer brands.
- Use collaboration and investment to fast track brand innovation.
- Share intellectual property to efficiently fast track the changes through GreenXchange.
- Create an advocacy agenda to develop large-scale investments and policies for sustainable innovation to ensure that the brand can be competitive in the global economy.

### **Innovation-The Key To The Growth Strategy of Nike**

Their persistence to be better helps them to innovate, which guides them to handle their

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corporate responsibility. They take a close look at risk management by working to improve social environmental, and labor impacts of their business models.

To ensure its international expansion, Nike is likewise focused on sustainability. Nike recognizes the fact that to sustain its market dominance, it must continue delivering innovative products as well as consumer experiences. Sustainability means profitability. Consumers worldwide create new markets as well as demand new products and services. This means Nike must move closer to the market and continue creating new solutions and product customization.

Nike is aware of the conditions that affect the workforce, communities, products, supply chains and people, from rising fuel prices, population growth, climate change and reduction in the availability of natural resources. To counter these factors, Nike creates designs and products that depend on the

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availability of energy, water, raw materials and more.

- (a) Creativity and Innovation are at the core of NIKE's International Marketing Strategy. Highlight the advantages and challenges this marketing strategy will bring in going global.
- (b) Marketing strategy that is based on Standardization has its own advantages and pitfalls compared to strategy based on Localization. Discuss.

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