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Roll No.

MB-402(M1)

M. B. A. (FOURTH SEMESTER)

END SEMESTER

EXAMINATION, May, 2023

INTERNATIONAL MARKETING

Time : Three Hours

Maximum Marks : 100

- 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. Each sub-question carries 10 marks.
- (iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

Section—A

1. (a) What are INCOTERMS ? Explain any *seven* terms. (CO1)

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- (b) Enumerate the essentials of International Market Orientation. (CO1)
 - (c) Summarize the factors affecting the Screening of International market while selecting the international market to enter ? (CO1)
2. (a) Relate the effect of Socio-cultural Environment with International Marketing ? Explain with examples. (CO2)
- (b) How does Communication play a role in the cross-cultural marketing operations ? State examples how cultural dimensions can lead to success or failure of a product in an international market. (CO2)
 - (c) Throw light on the contribution of ECGC. Sketch their role and importance in the international trade. (CO2)
3. (a) Analyze the expansion strategies related to Standardization and Adaptation of Product. Explain each strategy with examples. (CO3)

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- (b) Analyze the pricing policies adopted by international companies. (CO3)
 - (c) Categorize the Market Selection Process and Segmentation while entering an international market. (CO3)
4. (a) Assemble the advantages and disadvantages of Joint Venture as a Mode of Entry, taking *three* examples from the international market. (CO5)
- (b) Elaborate on the International Marketing Management Process with reference to a product/company. (CO5)
 - (c) Plan a promotion policy for a product of your choice, keeping in mind the policy and procedures followed by the export promotion councils in India. (CO5)

Section—B

5. **Case Study :** (20 Marks) (CO4)
- Whirlpool Appliances are manufactured in 13 countries and marketed in approximately 140 countries around the world. Whirlpool Corporation is the world's leading

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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

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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

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Europe and a manufacturing and marketing presence was established in Eastern Europe. And, to manage its small appliance business on global basis, including the KitchenAid 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

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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 :

- (i) Identify the different alternative entry modes used by Whirlpool. Why was this entry strategy best for whirlpool ?
- (ii) Evaluate the level of Whirlpool's international involvement in context of market orientation.

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