

**Code No: 13MBA2030****ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)****MBA IV Semester Regular Examinations, May/June – 2015****INTERNATIONAL MARKETING****Time: 3 Hours****Max. Marks: 60**

**Answer any FIVE questions  
All questions carry equal marks  
Question No.8 is Compulsory.**

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1. Define International Marketing.( IM). Provide an overview of International Marketing in 21<sup>st</sup> century.
2. Analyze the importance of cultural environment in International Marketing Decisions.
3. What is an Economy in Transition? Discuss the Marketing opportunities in Transitional Economies.
4. Elaborate on the foreign business acquisitions of Indian companies during recent years.
5. Analyze the suitability of Product Standardization versus Foreign Product Diversification Strategies adopted by major automobile companies in global markets.
6. Discuss the latest trends in distribution structures in International marketing.
7. Highlight the importance of transfer pricing in International Marketing.
8. CASE STUDY:

Alibaba.com is the global leader in e-commerce which was found in 1999 by an Chinese English teacher Jack Ma. He told on inauguration of the company that “Our proposition is simple: we want to help small businesses grow by solving their problems through Internet technology.” Today it has 80% market share with over 7 million suppliers and 230 billion US \$ market capitalization. Jack Ma is the richest Chinese business man with 25 billion US \$ wealth who once upon a time worked for 15 \$ a month.

Apart from Alibaba.com, the Alibaba Group has diversified its efforts with other e-commerce sites such as Taobao.com, Alipay, Alimama, Alisoft and Yahoo Koubei! Online classified service collaboration between Yahoo! China and Alibaba Group. These web services expand the Alibaba Group’s business portfolio to include services like retail websites, and business management solutions, making it one of the largest and most comprehensive providers of internet retail and B2B services. On these sites Chinese and foreign firms trade everything from automobiles, building materials to iPods, TVs and stationery

The key benefits of using alibaba.com are such as Low cost, Access to many suppliers/buyers, Quick transaction time, More transparency in transaction, Lower risk of fraud, Easy to make contacts with SMEs. Business is segmented into 40 industry verticals covering major consumer categories such as apparel, electronics, gifts, beauty, security products and office supplies. He motivated the struggling entrepreneurs to join with Alibaba by a slogan “Run A Retail Empire Of Your Own”, “Get On Alibaba.com to make it happen ” .He attracted the people by a slogan ” Find It , Make It , Sell It ”.

Questions:

- i. Analyze the core competence of Alibaba.com
- ii. Study the impact of Alibaba.com on the distribution structures globally.