

# AR17

**Code: 17MBA4001**

**SET-I**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA IV Semester Regular Examinations, April, 2019  
INTERNATIONAL MARKETING**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

1. Define International Marketing and explain the differences between Domestic and International Marketing
2. Briefly explain about the different environmental factors which influences on international Marketing decisions.
3. What do you mean by STP in marketing and list out the different basis for segmenting international markets?
4. What is the importance of marketing information and explain different sources of Marketing Information.
5. What are the different dimensions of an International Brand?
6. Define the concept of Distribution channels and explain about distribution channel structures suitable to market a product in a foreign county.
7. Describe the different factors affecting international pricing decisions.

8. **CASE STUDY:**

Milky Mist Dairy Food Private Limited is based at Chittode near Erode, Tamilnadu, manufacturing and marketing Premium Quality Dairy products under the brand “Milky Mist”, a brand synonymous for the Unique & Premium Quality Products and well accepted among Consumers throughout South India. Most of the products have set the benchmark in Dairy industry for its Unique and Premium Quality, Word Class Packaging and Consumer Reach.

It is a 100% Product Company and the only dairy in South India to convert all the milk procured into value added products. The firm has developed State of the Art Dairy Plant where, 78 SKUs of ‘Milky Mist’ brand dairy products are processed across 10 categories.

Today, the firm is proud to be recognized and accepted as a Premium Quality Dairy brand among consumers, marking new milestones in the growth. Some of prestigious clients include Reliance Fresh, More Retail, Metro Cash & Carry, Big Bazaar, MTR, ITC Group of Hotels, Walmart, Easyday, Star Bazaar, Tesco, Grand Chola, Auchan [Max] Hyper, Max, Hyper city, Taj groaup of Hotels, Le Meridien, Residency, Lalit Ashoka, Leela Palace, TAJ Flight Kitchen (Madras) Ltd., Chennai, Sky Gourmets P Ltd., Chennai, CRPF Canteen, Chennai, Military O-cers Training, Chennai, Kannan Departmental Stores, Jai Surya etc. The firms Products are now being exported to Singapore.

The firm ambitiously moving forward, not only to become a Pan Indian Brand but also to pursue on the Export Opportunities. Every functional department in Organization is now professionally crafted with the best talents to meet and fulfil the growth plans. The firm is highly ambitious to move to the next level at international markets want to position it as a global brand in coming five years.

**Question:** With this ambitious aims the management has requested the marketing department to design marketing mix strategies to make “Milky Mist” as a global brand.

# AR16

Code: 16MBA4004

**SET-I**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA IV Semester Supplementary Examinations, April, 2019  
INTERNATIONAL MARKETING**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

1. a) Explain scope and significance of International Marketing **6**  
b) Write down the Process of Internationalization **6**
2. a) Define International environment and explain external environment **6**  
b) What are the different types of Business Customs in International Market **6**
3. a) Bring out the process of International Marketing Research **6**  
b) Explain the Foreign Market Entry Strategies **6**
4. a) What are the different varieties of Free Trade Zones **6**  
b) Explain the salient features of Product Design **6**
5. a) Critically analyze the International product life cycle **6**  
b) Discuss at length about Distribution Patterns **6**
6. a) Describe the parameters in Selecting Foreign Country Market intermediaries **6**  
b) Explain different International Pricing Strategies **6**
7. a) Describe about Financing and means of Payment **6**  
b) Write a brief note on Export procedures **6**
8. **CASE STUDY:** **12**  
Procter & Gamble (P & G) experienced a shock when its share of Japan's disposable diaper market which had been 90 percent, suddenly tumbled to 7 percent. Local Japanese firms, after spending two years in marketing research, introduced new, improved products at lower prices, and best P & G at its own game.  
  
Procter & Gamble's biggest shortcoming was in marketing research, where the company had failed to determine exactly what Japanese parents wanted for their babies. Japanese competitors had combined the new technology of high-absorbency and form-fitting design with low-cost manufacturing to produce improved and lower-priced diapers.

With only 30 percent of Japanese families using disposable diapers, the growth potential is enormous; the forecast for 1990 total market sales is \$ 1.3 billion. P & G did eventually introduce improved products to recapture a portion of its lost market share through a heavy advertising blitz and consumer promotions in which stuffed toys were given away.

It appears that continued sales growth may require a drastic price reduction; P & G may have to live with smaller margins until it can reduce manufacturing costs. Marketers at P & G are considering the feasibility of transferring some of their American promotions and advertising to the Japanese market place. The Pampers Baby Care magazine has been a novel and successful promotion that has helped to develop brand loyalty in America, and it might bridge the culture gap with only slight modifications.

Another successful promotion for P & G has been obtaining the endorsement of the National Pediatric Nurses Association. Since the Japanese consumer demands quality and respects technical skills, this may be a useful marketing tool for recapturing market share.

P & G has had a similar, although not as drastic, loss of its disposable diaper market share in the United States. As the baby boomers of the 1950s began having children the size of the market became irresistible and competitors began to introduce new, improved products. P & G's 66 percent share of the U.S. disposable diaper market in 1981 dropped to 45 percent in 1985.

In the disposable diaper market, where profits have been high for 25 years, giant Procter & Gamble apparently neither anticipated the new competition nor invested in product improvement or new production technology. The result has been a worldwide loss of much of its market in less than two years. In Japan, the competition has left P & G far behind.

### **Questions:**

- (a) What cultural differences must be considered when introducing a product like disposable diapers in Japan?
- (b) Evaluate the standardization/adaptation decision with respect to P & G's marketing strategy for disposable diapers.
- (c) How can you explain P & G's experience in 1985 in Japan-in other words, what went wrong?
- (d) What type of marketing research should P & G do as it prepares to enter other markets with its disposable diapers?