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Code: 17MBA4001

SET-2

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

**II MBA IV Semester Regular & Supplementary Examinations, September-2020
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 benefits and threats of International Marketing
2. Briefly explain about the social and cultural Environments in International Market Environment.
3. What do you mean by STP in marketing and list out the different basis for segmenting international markets?
4. Critically evaluate different Foreign Market Entry Strategies with suitable examples.
5. Explain the role and importance of International product life cycle concept with suitable marketing mix at each stage of it.
6. List the different market intermediaries in international marketing and explain different dimensions need to be follow while selecting Foreign Country Market intermediaries.
7. What are the salient features of new EXIM policy of India to push up India's exports in global markets?

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 Ocers 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.

Design marketing mix strategies to make “Milky Mist” as a global brand.