

INTERNATIONAL MARKETING**Time: 3 Hours****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 of International Marketing.
2. Briefly explain about the political and legal environments in International Market Environment.
3. Explain the process of Marketing in Transitional economies and Third world countries.
4. Describe the concepts of free trade zones and entry strategies in Indian firms in International Marketing.
5. Define International product line and the process of developing an international product line.
6. Define the concept of Distribution channels and explain about distribution structures and distribution patterns.
7. Define Pricing and explain the different methods of it.
8. Case Study (Compulsory)

Vits Foods Pvt. Ltd. manufacture biscuits, chocolates and drinking chocolates. They started business sixty years back in the small scale. By hard work the company has reached the present level of turnover at Rs.300 lacs. Against the large scale competition from 'Cadbury', 'Britannia' and 'Parle' the company has performed well. The prime consideration is given to the quality of the product. It has, however, been noticed that company is yet to accept the concept of professional management fully. The company should do even better than what they are doing presently but for the inadequate marketing strategies. Mr.R.Mishra Marketing Manager was thinking of making a big entry into the markets for 'food drinks'. For last one year or so, he was noticing the high pitched advertisements coming on T.V. from such brands Boost, 'Complan' and 'Nutramue'. He was particularly impressed by the advertisement approach used by the latter. Mr.R.Mishra, however, felt that he must offer some new concept in the product formulation as against the traditional one. In his own family as well as others he had found that the present product in granule or powder form posed quite a few problems. The main one was that of spoilage if a wet spoon is used. The product used to get solidified. Using a can for packaging also increased the cost. In consultation with his R & D Manager, Mr.R.Mishra ; he was contemplating the development of food drink in a paste form. This should be offered in plastic or aluminum tube.

Questions :

- i) How would you test this concept for acceptability?
- ii) How would you position the product in the market? ; and
- iii) Do you think the new concept of product formulation will meet consumer expectations?