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Code: 16MBA4004

SET-2

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)

II MBA IV Semester Regular Examinations, April, 2018

INTERNATIONAL MARKETING

Time: 3 Hrs

Max. Marks: 60

Answer any Five questions

All questions carry EQUAL marks

Question No. 8 is Compulsory

1. a) Write the significance of International Marketing **6**
b) Domestic v/s International Marketing **6**
2. a) Explain briefly about International Social & cultural Environment **6**
b) Discuss International market segmentation and targeting **6**
3. a) Critically comment on Marketing Information System **6**
b) Explain the advantages and disadvantages of Joint Ventures **6**
4. a) Differentiate between Acquisitions and Franchising **6**
b) Bring out the Importance of International Packaging **6**
5. a) What is the role of New products in Intentional Marketing **6**
b) Explain different types of Distribution channels **6**
6. a) Challenges in Managing an international Distribution Strategy **6**
b) Briefly explain about Price Standardization **6**
7. a) Define Counter Trade and explain its significance **6**
b) Critically analyze the EXIM policy of India **6**

Mahindra & Mahindra

Mahindra & Mahindra (M & M) is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years, the tractor market in India has been stagnating during 2009-2013. M & M has been selling its tractors and utility vehicles in foreign markets including USA.

Some of the components for its products have been sourced from abroad. M & M has a 100 per cent subsidiary in USA, Mahindra USA, with a strong network of 100 dealers. Mahindra has a five per cent market share in the US market in the 20-30 horse power (HP) range. As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding (MoU) with the Korean tractor major Tong Yang, a part of the \$ 2 billion Tong Yang Moolsam group, according to which Mahindra will source high horse power (mostly 25-40 hp range) and sell them around the world under the M & M brand name. To start with, the premium range of tractors will be sold in the US. M & M's current tractor range is more utility-oriented and lacks the aesthetic appeal that Tong Yang's tractors have a must for a strong presence in the US market.

Questions

- 1) What are the advantages and disadvantages of global sourcing?
- 2) How will the foreign market expansion help M & M?
- 3) How does the strategic alliance with Tong Yang benefit M & M?
- 4) What are the possible risks of the alliance? How can they be overcome/ minimized?