

- vi. They keep a close watch on standard direct costs and post-marketing expenses, which can be considered controllable overheads.
- vii. Synergy for efficiency and effectiveness.
- viii. Profits through information technology (IT) driven total quality management (TQM) and people's involvement.

Gillette has developed a marketing strategy for facing recession in the market. They view the impact of recession on the different segments of the market as follows:

- i. Consumers: Their demand reduces for non-essential articles and they switch to value for money products.
- ii. Trade: They suffer from inventory blockage of non-essential products and they end up with heavy stocks of a variety of products.
- iii. Firm: It loses customers as also trade/distribution channels who show little interest in the products.

Gillette's policy for marketing during recession is that of pause! They believe in operating in the following manner:

- i. Basic marketing strategy does not change.
- ii. They organize better management of resources and plan tactical moves.
- iii. They provide value addition; when consumers downgrade, Gillette provides added value to the product; they reinforce the advertising messages; improve the product package.
- iv. They arrange new product launches to increase user share and also upgrade the users.

The result so far has been that Gillette has grown even during recession periods.

Questions:

- (a) Is the firm justified in upgrading their products and charging more when the customers are finding it hard to pay their existing prices?
- (b) Discuss their policy for success.

Enrollment No.....



Faculty of Management Studies

End Sem (Even) Examination May-2019

MS3EM08 International Marketing

Programme: BBA Branch/Specialisation: Management/Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1
- i. In international marketing, organization has to compete with: 1
 - (a) Domestic competitors
 - (b) International competitors
 - (c) Both (a) and (b)
 - (d) None of these
 - ii. Which is not an Indian MNC? 1
 - (a) Unilever
 - (b) Asian Paints
 - (c) Piramal
 - (d) Wipro
 - iii. In piggybacking export, the exporting company uses a foreign company having established distribution network in the foreign market which is termed as 1
 - (a) Driver
 - (b) Rider
 - (c) Carrier
 - (d) Franchisor
 - iv. In licensing, the fee charged by a firm for making its intangible resources available to a foreign company is termed as: 1
 - (a) Royalty
 - (b) Commission
 - (c) Brokerage
 - (d) None of these
 - v. In _____ approach, products are developed separately for different markets to suit local marketing conditions. 1
 - (a) Ethnocentric
 - (b) Polycentric
 - (c) Regiocentric
 - (d) Geocentric
 - vi. In international branding strategies, CDI stands for _____ 1
 - (a) Customer Development Index
 - (b) Category Development Index
 - (c) Category Differentiation Index
 - (d) Consumer Development Index
 - vii. A document issued by the buyer's bank that promises to pay to the seller an agreed amount is known as: 1
 - (a) Document against payment
 - (b) Document against acceptance
 - (c) Letter of credit
 - (d) None of these

[2]

- viii. _____pricing attempts to include every cost of running a business in the cost of producing goods. **1**
 (a) Marginal Cost (b) Full Cost
 (c) Market based (d) None of these
- ix. Which is the feature of direct marketing **1**
 (a) One to one communication (b) Open dialogue
 (c) Personal relationship (d) All of these
- x. A consumer contest is an example of: **1**
 (a) Advertising (b) Indirect selling
 (c) Personal selling (d) Sales promotion
- Q.2 i. Describe any four natures of International Marketing. **2**
 ii. Write any four differences between Domestic Marketing and International Marketing. **2**
 iii. Elaborate any four challenges which are faced by firms in International Marketing? **4**
- OR iv. Explain any four reasons why firms enter into International Markets. **4**
- Q.3 i. Elucidate the three types of overseas turnkey projects. **3**
 ii. Briefly explain International Management Contracts and International Strategic Alliance. **5**
- OR iii. Describe any five factors which affect the selection of entry mode. **5**
- Q.4 i. Explain any two factors which influence product adaptation in International markets. **2**
 ii. Describe any four functions of packaging. **2**
 iii. Elaborate the various approaches followed by firms for developing product for international markets. **4**
- OR iv. Elucidate the most widely applied tools for determining international branding strategy. **4**
- Q.5 i. What is full cost pricing? Explain. **2**
 Attempt any two:
 ii. Explain the types of Dumping. **3**
 iii. Describe any three methods of payment in International market. **3**
 iv. Enunciate grey marketing. Also describe two types of grey marketing channels. **3**

[3]

- Q.6 Attempt any two: **4**
 i. Explain the AIDA model with a diagram. **4**
 ii. Briefly discuss the process of International marketing communication. **4**
 iii. Describe the Push and Pull Strategy of marketing communication. **4**
- Q.7 Case Study **10**
 Analyze the case and answer the questions given at the end.
 Gillette's vision is of being a world class firm with world class people, products and brands. The firm's mission is to be a global leader in products marketed by them. They operate in 200 countries with manufacturing facilities in 56 countries. The firm's core businesses are:
 i. Blades and razors: Gillette, 7 O'clock, Wilkinson Sword.
 ii. Batteries: Duracell.
 iii. Personal grooming products: Braun, Silkepil razors for women.
 iv. Oral care products: Oral-B.
 v. Writing instruments: Parker, Paper mate, Waterman.
 Gillette's strategic marketing plan for success includes making a five-year rolling plan, which is reviewed three times a year and modified as required. Every six months, sales forecast is made.
 Gillette's philosophy can be summarized as follows:
 i. Keep introducing new products and 50 per cent of their business must come from products, which have been introduced less than five years ago.
 ii. Technical superiority in every product. Gillette considers competition as a spur for customer retention.
 Gillette's game plan is as given next:
 i. Keep the user/customer at the centre of activities.
 ii. Provide improved products—gain increased net sales.
 iii. Have pricing options by improvement in products.
 Gillette considers the following as their key growth areas:
 i. Value addition in existing products.
 ii. Speedy launches of new products.
 iii. Distribution network.
 iv. Display and merchandising
 v. Advertising and promotion

P.T.O.

Marking Scheme
MS3EM08 International Marketing

- Q.1 i. In international marketing, organization has to compete with: **1**
(c) Both (a) and (b)
- ii. Which is not an Indian MNC? **1**
(a) Unilever
- iii. In piggybacking export, the exporting company uses a foreign company having established distribution network in the foreign market which is termed as **1**
(c) Carrier
- iv. In licensing, the fee charged by a firm for making its intangible resources available to a foreign company is termed as: **1**
(a) Royalty
- v. In _____ approach, products are developed separately for different markets to suit local marketing conditions. **1**
(b) Polycentric
- vi. In international branding strategies, CDI stands for _____ **1**
(b) Category Development Index
- vii. A document issued by the buyer's bank that promises to pay to the seller an agreed amount is known as: **1**
(c) Letter of credit
- viii. _____ pricing attempts to include every cost of running a business in the cost of producing goods. **1**
(b) Full Cost
- ix. Which is the feature of direct marketing **1**
(d) All of these
- x. A consumer contest is an example of: **1**
(d) Sales promotion

- Q.2 i. Any four natures of International Marketing. **2**
0.5 mark for each (0.5 mark * 4)
- ii. Any four differences B/w Domestic Marketing & International Marketing. **2**
0.5 mark for each (0.5 mark * 4)
- iii. Any four challenges which are faced by firms in International Marketing **4**
1 mark for each (1 mark * 4)
- OR iv. Any four reasons why firms enter into International Markets. **4**
1 mark for each (1 mark * 4)

- Q.3 i. Three types of overseas turnkey projects. **3**
1 mark for each (1 mark * 3)

- ii. International Management Contracts 2.5 marks **5**
International Strategic Alliance 2.5 marks
- OR iii. Any five factors which affect the selection of entry mode. **5**
1 mark for each (1 mark * 5)

- Q.4 i. Any two factors which influence product adaptation in International markets. **2**
1 mark for each factor (1 mark * 2)
- ii. Any four functions of packaging **2**
0.5 mark for each function (0.5 mark * 4)
- iii. Various approaches followed by firms for developing product for international markets. **4**
1 mark for each (1 mark * 4)
- OR iv. Tools for determining international branding strategy. **4**
1 mark for each (1 mark * 4)

- Q.5 i. Full cost pricing **2**
As per explanation
Attempt any two:
- ii. Types of Dumping. **3**
1 mark for each (1 mark * 3)
- iii. Any three methods of payment in International market. **3**
1 mark for each (1 mark * 3)
- iv. Grey marketing **3**
Two types of grey marketing channels
1 mark for each type (1 mark * 2) 2 marks

- Q.6 Attempt any two: **4**
- i. AIDA model 3 marks **4**
Diagram 1 mark
- ii. Process of International marketing communication **4**
1 mark for each (1 mark * 4)
- iii. Push Strategy of marketing communication 2 marks **4**
Pull Strategy of marketing communication 2 marks

- Q.7 Case Study **10**
Questions:
- (a) Is the firm justified in upgrading their products and charging more when the customers are finding it hard to pay their existing prices?
- (b) Discuss their policy for success.
