

each year. A major acquisition in Europe, joint ventures with companies in Mexico and India and increased ownership in companies in Canada and Brazil swiftly followed.

Throughout the early 1990s, the company continued its expansion in Latin America and Europe and a manufacturing and marketing presence was established in Eastern Europe. And, to manage its small appliance business on a global basis, including the KitchenAid stand and hand mixers, a Small Appliance Business Unit was formed.

In the past four years, Whirlpool has aggressively pursued its Asian strategy. A headquarters office and four regional offices were established in 1993. Two years later, five majority-owned joint ventures were announced in India and China to expand the company's Asian manufacturing base.

In Asia, Latin America, North America, Europe, and in all the countries where it has a presence, Whirlpool seeks to set the standards against which the global major domestic appliance industry is measured. To that end, the company vigorously pursues the goals of its Worldwide Excellence System (WES). Initiated in 1991, WES incorporates the best of all Whirlpool quality programs, worldwide, with Malcolm Baldrige Award and International Standards Organization criteria to establish a common approach to quality, one that dedicates the company to the pursuit of excellence and total customer satisfaction.

Questions:

- (a) List the different alternative entry modes used by Whirlpool. **2**
Why was this entry strategy best for whirlpool?
- (b) Compare and contrast this entry method with other methods of entry into a foreign market. **4**
- (c) Based on the case; Discuss the level of Whirlpools international involvement and also highlight whether it is an exporter, international or global company? Support your answer. **4**

Enrollment No.....



Faculty of Management Studies

End Sem (Odd) Examination Dec-2022

MS5EM08 International Marketing

Programme: MBA

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. Which is NOT an advantage of international trade? **1**
(a) Export of surplus production
(b) Availability of cheap raw materials
(c) Dependence on foreign countries
(d) Import of defence material
- ii. According to Hecksher and Ohlin basic cause of international trade is- **1**
(a) Difference in factor endowments
(b) Difference in markets
(c) Difference in political systems
(d) Difference in ideology
- iii. Geographical factors that affect development- **1**
(a) Climate (b) Location
(c) Resources (d) All of these
- iv. _____ is a systematic design, collection, recording, analysis, interpretation, and reporting of information pertinent to a particular marketing decision facing a company operating internationally. **1**
(a) Marketing research
(b) International marketing research
(c) Marketing resources
(d) Data collection
- v. Which of the following is NOT a mode of entry into foreign markets? **1**
(a) Export (b) Internationalization
(c) International joint venture (d) None of these

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- vi. The biggest or greatest amount of involvement in a foreign market comes through which of the following? **1**
 (a) Joint venturing (b) Exporting
 (c) Licensing (d) Direct investment
- vii. When the product is altered to meet local preferences or conditions, it is- **1**
 (a) Straight extension (b) Product adaptation
 (c) Product invention (d) Forward invention
- viii. _____ involves charging a high price to achieve the highest possible contribution in a short period of time. **1**
 (a) Penetration pricing (b) Psychological pricing
 (c) Skimming (d) Transfer pricing
- ix. The four main modes of transportation are- **1**
 (a) Shipping, trucks, trains and small urban vehicles
 (b) Internet, telephone, fax and mail
 (c) Road, water, air and rail
 (d) Fast, intermediate, slow and personal
- x. Which of the following promotional forms is often described as being too impersonal and only a one-way communication form? **1**
 (a) Advertising (b) Personal selling
 (c) Public relations (d) Sales promotion
- Q.2 i. Define international marketing. **2**
 ii. Briefly explain global marketing. **2**
 iii. Discuss challenges and opportunities of international marketing. **4**
- OR iv. Elaborate EPRG orientation to international marketing. **4**
- Q.3 i. Explain cultural dynamics. **3**
 ii. 'Geographic condition of a country affects its economy'. Evaluate this statement. **5**
- OR iii. Describe the steps in international marketing research. **5**
- Q.4 i. Describe any three modes of entry in international market. **3**
 ii. What are the various factors influencing product adaptation. **5**
- OR iii. Discuss PLC in international markets. **5**
- Q.5 i. Briefly explain price escalation. **3**
 ii. Elaborate various 'product strategies' for international markets. **5**

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- OR iii. Describe differential pricing strategy. Also explain any four basis of differential pricing strategy. **5**
- Q.6 Attempt any two:
 i. Elaborate any four factors that influence the choice of the international marketing channels. **4**
 ii. Describe any eight importance of marketing channels. **4**
 iii. Write short note on perspectives of international advertising. **4**
- Q.7 Analyze the case study and answer the questions that follow:
 Whirlpool Appliances are manufactured in 13 countries and marketed in approximately 140 countries around the world. Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances. Its growth, from primarily a U.S. manufacturer to "world leader," is the result of strategic direction set in the mid-1980s and reaffirmed through an exhaustive and integrated strategic planning process in 1992. In the 1980s, four manufacturers accounted for almost all major home appliance sales in the United States, a market where approximately 40 million appliances are sold annually. Each was a tough, seasoned competitor fighting for greater sales in a market predicted to grow little in the decade ahead. Whirlpool was one of those companies. Unable to find growth potential in the U.S. appliance market and unwilling to accept the status quo, the company began a systematic evaluation of opportunities—both inside and outside the appliance industry—worldwide. At the same time, Whirlpool established parameters within which decisions about the company's future would be made. New ventures would provide opportunity for growth, build on existing company strengths, and be market driven. Leadership opportunities, too, would be a consideration. With growth parameters established and study data in, the decision was made to remain focused on major home appliances but to expand into markets not already served by Whirlpool. The goal was world leadership in a rapidly globalizing major appliance industry in which approximately 190 million appliances are sold

P.T.O.

Marking Scheme
MS5EM08 International Marketing

Q.1	i)	(c) Dependence on foreign countries	1
	ii)	(a) Difference in factor endowments	1
	iii)	(d) All of these	1
	iv)	(b) International Marketing Research	1
	v)	(b) Internationalization	1
	vi)	(d) Direct investment	1
	vii)	(b) Product adaptation	1
	viii)	(c) Skimming	1
	ix)	(c) Road, water, air and rail	1
	x)	(a) Advertising	1
Q.2	i.	2 marks x 1 definition	2
	ii.	As per explanation	2
	iii.	As per explanation	4
OR	iv.	1 mark x 4 approaches (EPRG)	4
Q.3	i.	As per explanation	3
	ii.	1.25 marks x 4 Geographic conditions	5
OR	iii.	As per explanation	5
Q.4	i.	1 mark x 3 modes of entry	3
	ii.	1 mark x 5 factors	5
OR	iii.	1 mark x 4 stages = 4 marks 1 mark for PLC curve diagram	5
Q.5	i.	As per explanation	3
	ii.	1 mark x 5 strategies	5
OR	iii.	Describe differential pricing strategy = 1 mark Explain any four basis of differential pricing strategy = 4 marks	5
Q.6		Attempt any two:	
	i.	1 mark x 4 factors	4
	ii.	.5 mark x 8 importance	4

	iii.	As per explanation	4
Q.7		Case Study	10
		Question	
	i	List the different alternative entry modes used by Whirlpool. = 1 mark Why was this entry strategy best for whirlpool? = 1 mark	2
	ii	As per explanation	4
	iii	Discuss the level of Whirlpools international involvement = 2 marks. Highlight whether it is an exporter, international or global company? Support your answer.= 2 marks	4
