

Total No. of Questions: 7

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Enrollment No.....



Faculty of Management Studies  
End Sem (Even) Examination May-2022  
MS3EM08 International Marketing

Programme: BBA

Branch/Specialisation: Management

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. The study of international marketing should focus primarily on- **1**  
(a) Product (b) Place (c) Promotion (d) All of these
  - ii. Globalization is beneficial for firms because: **1**  
(a) It protects them against foreign competition  
(b) It cushions them from the effects of events in other countries  
(c) It opens up new market opportunities  
(d) It increases the risk and uncertainty of operating in a globalizing world economy
  - iii. This kind of product is most likely to require adaptation for overseas markets. **1**  
(a) Musical recordings (b) Films  
(c) Automobiles (d) Watches
  - 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. International product life cycle has important implications for a company's \_\_\_\_\_. **1**  
(a) Product planning (b) Strategy  
(c) Brand image (d) All of these
  - vi. The stages of new product development do not include- **1**  
(a) Business analysis (b) Product development  
(c) Test marketing (d) Global positioning

P.T.O.

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	vii.	Setting low prices to encourage initial product trial & to generate sales growth reflects which one of the following pricing methods- (a) Penetration pricing (b) Skimming pricing (c) Competition based pricing (d) Cost based pricing	<b>1</b>
	viii.	Which one of the following is not an ethical pricing issue? (a) Product dumping                      (b) Predatory pricing (c) Price fixing                              (d) Slow skimming	<b>1</b>
	ix.	Pull factors refer to- (a) Offensive motives of internationalization (b) Strategic motivation (c) Market motives of internationalization (d) Resource-seeking motives	<b>1</b>
	x.	Which of the following is NOT a media of advertising? (a) Direct selling                              (b) Newspaper (c) Radio    (d) Television	<b>1</b>
Q.2	i.	What are the benefits of international marketing?	<b>2</b>
	ii.	What are the objectives of international marketing?	<b>2</b>
	iii.	Discuss the challenges and opportunities of international marketing.	<b>4</b>
OR	iv.	Explain the process of international marketing.	<b>4</b>
Q.3	i.	Briefly describe complementary exporting with an example.	<b>3</b>
	ii.	Explain factors affecting selection of entry mode.	<b>5</b>
OR	iii.	Discuss overseas turnkey project and its types.	<b>5</b>
Q.4	i.	Enlist the factors affecting product adaptation.	<b>3</b>
	ii.	Discuss types of international distribution channels.	<b>5</b>
OR	iii.	Describe briefly the IPLC theory and its marketing implications.	<b>5</b>
Q.5	i.	What is full cost pricing and marginal cost pricing?	<b>2</b>
	ii.	What is grey marketing?	<b>3</b>

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	iii.	Explain how exchange rate affect the way you price your product.	<b>3</b>
OR	iv.	What is dumping? When does it become illegal? What can a seller do to circumvent antidumping regulations?	<b>3</b>
Q.6		Attempt any two:	
	i.	Discuss AIDA model.	<b>4</b>
	ii.	Discuss marketing communication strategies.	<b>4</b>
	iii.	Discuss innovation adoption model.	<b>4</b>
Q.7		Case Study	<b>10</b>
		KFC, a fast - food operator, faced immense resistance from some politically active consumer groups when it opened its operations in India. One group proclaimed that opening KFC outlets in the country would propagate a "junk-food" culture. Others proclaimed that this way " the return of imperialistic powers" and was an attempt to "Westernize the eating habits" of Indians Overzealous local authorities in the city of Bangalore used a city law restricting the use of MSG (a food additive used in the chicken served by KFC) over a certain amount as a pretext for temporarily closing down the outlet, despite the fact that the authorities did not even have the equipment to measure the MSG content in the proportions stated in law. In the capacity city of New Delhi, a KFC outlet was temporarily closed down because the food inspector found a "house-fly" in the restaurant. Both of these issues got resolved through hectic consultations with these consumer groups and through legal orders issued protecting the interests of the outlets.	
	(a)	In view of the above situation, critically examine the impact of social and political environment on a firm's operation in international markets.	
	(b)	After completion of your BBA, suppose you have been appointed Country Manager (Indian Operations) in KFC, what steps would you take to cope up with the situation?	

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**Marking Scheme**  
**MS3EM08 International Marketing**

Q.1	i.	The study of international marketing should focus primarily on-	<b>1</b>
		(d) All of these	
	ii.	Globalization is beneficial for firms because:	<b>1</b>
		(c) It opens up new market opportunities	
	iii.	This kind of product is most likely to require adaptation for overseas markets.	<b>1</b>
		(c) Automobiles	
	iv.	In licensing, the fee charged by a firm for making its intangible resources available to a foreign company is termed as:	<b>1</b>
		(a) Royalty	
	v.	International product life cycle has important implications for a company's _____.	<b>1</b>
		(a) Product planning	
	vi.	The stages of new product development do not include-	<b>1</b>
		(a) Business analysis	
	vii.	Setting low prices to encourage initial product trial & to generate sales growth reflects which one of the following pricing methods-	<b>1</b>
		(a) Penetration pricing	
	viii.	Which one of the following is not an ethical pricing issue?	<b>1</b>
		(a) Product dumping	
	ix.	Pull factors refer to-	<b>1</b>
		(b) Strategic motivation	
	x.	Which of the following is NOT a media of advertising?	<b>1</b>
		(a) Direct selling	
Q.2	i.	Benefits of international marketing	<b>2</b>
		0.5 mark for each (0.5 mark * 4)	
	ii.	Objectives of international marketing	<b>2</b>
		0.5 mark for each (0.5 mark * 4)	
OR	iii.	International marketing challenges	<b>4</b>
		international marketing opportunities	<b>4</b>
	iv.	Process of international marketing.	<b>4</b>
		0.5 mark for each step (0.5 mark * 6)	
Q.3	i.	Complementary exporting with an example	<b>3</b>
		As per the explanation	

OR	ii.	Factors affecting selection of entry mode	<b>5</b>
		Diagram	2 marks
		Discussion	3 marks
	iii.	Overseas turnkey project	<b>5</b>
Q.4		Its types	3 marks
	i.	Factors affecting product adaptation	<b>3</b>
		0.5 mark for each (0.5 mark * 6)	
	ii.	Types of international distribution channels	<b>5</b>
OR		Meaning and definition	2 marks
		Four types of channels	3 marks
	iii.	IPLC theory	<b>5</b>
		Its marketing implications	2 marks
Q.5	i.	Full cost pricing	<b>2</b>
		Marginal cost pricing	1 mark
	ii.	Grey marketing definition	<b>3</b>
		Example	2 marks
	iii.	Exchange rate	<b>3</b>
		Affects	2 marks
OR	iv.	Dumping	<b>3</b>
		Causes	1 mark
		Regulation	1 mark
Q.6		Attempt any two:	
	i.	Discuss AIDA model.	<b>4</b>
		Diagram	2 marks
		Discussion	2 marks
	ii.	Marketing communication strategies	<b>4</b>
		Definition	2 marks
		Discussion	2 marks
	iii.	Innovation adoption model	<b>4</b>
		Diagram	2 marks
		Discussion	2 marks
Q.7		Case Study	<b>10</b>
		(a) Impact of social and political environment	5 marks
		(b) Steps	5 marks

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