

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : JUNE-JULY - 2022
SEMESTER - IV
Sub: International Marketing (MM- 403)

Date: 06/07/2022

Total marks: 60

Time: 10.00am to 12.30pm

SECTION – I

Q. 1. Choose the most appropriate answer from the choices given below. (05)

1. Globalization refers to _____
 - a) A more integrated and interdependent world
 - b) Less foreign trade and investment
 - c) Lower Income Worldwide
 - d) Higher Income worldwide

2. Sony and Pepsi joined together to market Wilson sporting goods in Japan. This strategy is _____.
 - a) Joint Venture
 - b) Licensing
 - c) Exporting
 - d) Merger

3. _____ Factors affects international marketing decisions.
 - a) Political
 - b) Economical
 - c) Social
 - d) All of the above

4. Trade barriers are _____ to the growth of international trade
 - a) Useful
 - b) Harmful
 - c) Supportive
 - d) None of these

5. International product life cycle has important implications for a company's _____.
 - a) Strategy
 - b) Brand Image
 - c) Product Planning
 - d) None of these

Q. 2. Answer the following. (Any Two) (20)

1. Elaborate various 'Product Strategies' for International Markets.
2. Discuss differences between domestic and international marketing.
3. What are the functions of WTO?
4. "The whole universe is a potential market for your products". Discuss the various market entry strategies that need to be evolved to exploit this potential.

Q. 3. Write notes on. (Any Two) (10)

1. Market Skimming
2. Country Risk Analysis
3. Globalisation
4. TRIPS and TRIMS

SECTION – II

Q. 4. Case Study

(15)

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 1998-1999 to 2000-2001. 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/ minimised ?

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 ?

Q. 5. Answer the following:

(10)

- a) What are the barriers to international trade ? List and explain all the types of barriers to international trade.

OR

- b) Discuss Tariff Restrictions.