



Institute of Management
JK LakshmiPat University
Jaipur

END TERM EXAMINATION, 2015



MBA: Semester IV

MM: 50 Marks

Course: International Marketing

Time: 3 Hour

Course Code: MBAMK05

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

Q-1 Write short note on the following:

(10 Marks)

- (a) Product Homologation.
- (b) Protection of intellectual property in international markets.
- (c) Conciliation & Arbitration.
- (d) Characteristics of BEMs (Big Emerging markets).

Q-2

(a) Explain the concept of derived demand. Provide an illustration.

(5 Marks)

(b) Steve has been assigned the task of choosing a foreign market channel that would be most appropriate for his company. Assuming that his company was an automobile company and he wished to enter the Spanish market, list the four points that were identified in the text as starting places for making the channel selection decision. Be specific with your wording of the points.

(5 Marks)

Q-3

(a) Amos would like to sell his urban sportswear line abroad but knows nothing about shipping his goods to markets that might be willing to sell his goods. A friend has recommended that he use a foreign freight forwarder to aid him. Would this be a good idea? Explain and elaborate on the role of the foreign freight forwarder in international trade.

(5 Marks)

(b) Prince wants all of his employees, when given an overseas assignment, to be successful. Mr. Prince believes that cultural empathy is the key to this success. He has found that research indicates that there are six advantages to being culturally aware. What would be on Mr. Prince's list of advantages?

(5 Marks)

Q-4

(a) Dilip is in the Indonesian shipping business. At present, the Indonesian currency is considered to be very weak. As his company accepts goods for export and shipment he runs the risk of losing a great deal of his investment because of the weak Indonesian currency. List four export strategies that he might consider to secure his investment.

(5 Marks)

- (b) Henry is responsible for meeting site preparations for important negotiations with an international buyer. What seven aspects of the negotiation setting that should he manipulate ahead of time? (5 Marks)

Section B

Q-5 Assume that you have been appointed as the Head of International Marketing for a company that is seeking to expand in international markets after a developing a very successful domestic market. The company manufactures and sells fruit based soft drink concentrate.

- (a) Take the steps in the international communications process, list them, and indicate which of the steps will probably present the greatest challenge with respect to communication.
- (b) Select any two of the following media forms and describe the characteristics and usefulness in international advertising for the above mentioned company: newspapers, magazines, radio, television, or direct mail.
- (c) Discuss the role that Trade Fair and Exhibitions may play in promotion of the said product in international markets.
- (d) Describe the impact that the country-of-origin effect might have on your chances of success. (20 Marks)