

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3– • EXAMINATION – WINTER 2015

Subject Code: 2830501

Date: 03/12/ 2015

Subject Name: International Marketing (IM)

Time: 10.30 AM to 01.30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1

6

(a)

1. The marketing mix (the 4 P of marketing) does not include
A. Practicality B. Place
C. Product D. Promotion
This document is used for quotation rather than payment process
A. Commercial B. Pro forma Invoice
invoice
2. C. Insurance D. Bill of Lading
Certificate
The promotion mix does not include
3. A. Advertising B. Personal Selling
C. Pricing D. Publicity
North Korea employs this system of government
4. A. Single -party B. Two-party
C. Dominated D. Multi-party
One-Part
A study of consumer behavior should emphasize this particular perspective
5. A. Cultural B. Psychological
C. Social D. All the above
Which of the following is a psychological concept?
6. A. Personality) B. Social Class
C. Family D. Opinion Leadership

Q.1 (b) Define the following:

04

- a) GATT
- b) CIF
- c) FOB
- d) L/C

Q.1 (c) Write Short Answers:

04

- a) Product Life Cycle
- b) Piggybacking
- c) Product adaptation & Product Strategies
- d) International Advertising

Q.2 (a) Define 'International Marketing'. Explain factors to be considered in International Marketing Decisions.

07

(b) WTO framework has smoothened the business complexities? Describe its benefits to INDIA?

07

OR

- (b) You are the marketing executive in XYZ co. Ltd. Your company has decided to enter into international markets without any investments abroad. Discuss various modes of entry suitable in this regard and also explain their merits and limitations. 07
- Q.3 (a)** Explain the various considerations in packaging & labeling in International Marketing. 07
- (b) Margaret Hogan is an international marketing manager planning to accept an assignment representing her company interests in Saudi Arabia. What are some of the cultural elements that will have an impact on her performance? How can she best prepare for his assignment? 07
- OR**
- Q.3 (a)** How Political & Legal factor influences International Marketing? 07
- (b) How prices are calculated in the Exports market? 07
- Q.4 (a)** Outline the procedure for conducting international marketing research, giving suitable examples. 07
- (b) Which are the six positioning strategies? What strategies does coca-cola use in the international markets. 07
- OR**
- Q.4 (a)** Identify the different facilitate of international distribution and logistics and describe their involvement in the international distribution process. 07
- (b) Describe some of the international consumer promotional activities that international firms currently engage in, which addressing ethical issues and international standards involved. 07
- Q.5 Case Study:** Prefabricated houses are not new. Some well know mail-order retailers started selling such houses in the United States decades ago. One advantage of this type of housing is quick assembly – only a few days are needed. Another buying incentive is the lower price achieved through mass production. Another advantage of the assembly-line approach is better quality control. The major disadvantage is, of-course, the product's image. There is no prestige in living in a prefab house, and the uniform look does enhance consumer perception. Although mass production has generally negative connotations, it does not appreciably hurt such durables as refrigerators, automobiles and sound equipment. Yet, for housing the negative image is quite overwhelming. 14
- In Japan, where land and housing costs are outrageous, prefab houses are a necessity to many. One Japanese firm that has acquired technical know-how in manufacturing prefab houses is Misawa Homes. One of its population designs is House 55. This model has ten capsules, requiring five large 'containers' for transportation. The model's advantage is that rough assembly can be accomplished in just two hours. Another strength is its price- 20 percent lower than conventional prefab houses and 30 percent less than wood houses. The model was exhibited at trade fairs in EUROPE and relieved a great deal of interest. Encouraged, Misawa homes wanted to export its Houses 55 houses to Europe and the United States.
- Questions**
1. Do you think that such prefab houses as House 55 can gain consumer acceptance in the United States and Europe?
 2. Even supposing the absence of US consumer negative reactions, are there any factors that pose no problem in Japan and yet would

create difficulties in the United States?

3. What should be Misawa's strategy to enter overseas markets with the product?

OR

Q.5 Majorica is a place well known for its pearls. One Spanish firm, Majorica S.A., has used Majorica, an ancient name for Majorca, since 1954 as its trade name as well as a brand name to describe its pearls. **14**

Majorica was alarmed to learn that R.H Macy, a major U.S department store chain, was selling Majorica-labeled pearls that were made by Hobe Cie Ltd., a competitor of Majorica S.A. Contacts with Macy produced no fruitful results in resolving the difficulty. Macy felt that it had a right to use the name in question because Majorca was the name of an island and because the pearls in question were indeed made there.

Subsequently, Majorica filed a lawsuit in a federal court, asking for a judgment to stop Macy from using the name Majorica S.A cited trademark infringement as a reason for seeking relief. It argued that Macy's action caused confusion among consumers as well as erosion of goodwill.

Questions

1. Is Majorica a valid brand or just a generic trademark? Does the fact that it is the name of a place (i.e., island) affect the registration eligibility and legal protection of Majorica S.A.?
2. Was Macy's action legally defensible? Assuming that you are a federal court judge, do you think that Macy's use of name could cause consumer confusion? Do you think that Macy's labeling constituted trademark infringement? Can the branding/ labeling be somehow modified to prevent consumer confusion?