

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Subject code: 840101

Date: 05-05-2015

Subject Name: International Marketing (IM)

Time: 10.30 am - 13.30 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 (a)** What is meant by global localization? Explain in detail with example of McDonalds. **07**
- (b)** Explain the role of ECGC & IFC export promotions. **07**
- Q.2 (a)** US based Google the leading Internet search engine company in the world started providing its services in China in 2000. Though Google soon became the leading search engine in the Chinese market, it started losing its market share in couple of years. **07**

In September 2000, Google began operating a search engine in Chinese by offering 24 million web pages in Chinese language. By 2002, Google had gained lot of popularity in China owing to its simplicity and ability to carry out searches effectively. During that time, the Chinese government was blocking several websites through IP filters intermittently. The blocking increased during times of heightened security like the anniversary of Tiananmen Square events, the national party congress, etc. The market was lucrative because of its size. China had the second largest number of Internet users after the US. Google felt that only a local presence could help it to provide better and more reliable services to customers. To operate in China, Google needed an Internet Content Provider license, which required it to filter its content. In April 2005, after obtaining permission from the Ministry of Information Industry in China, Google announced the opening of a representative office in Shanghai (Mainland China), and registered the URL - www.google.com.cn

Analysts opined that with Internet users would have a better experience after the launch of Google.cn, and Google may once again emerge as the most preferred search engine in the country. According to findings reported by Keynote Systems in January 2006, Google was in a strong position to challenge Baidu in the Chinese search engine market. The study concluded that Chinese users, once they started using Google, preferred it to any other search engine.

1. Evaluate the impact of government regulations on the operations of foreign Internet companies like Google in China
- (b)** What factors distinguish free trade areas, customs union, common market, economic union and political union? **07**
- OR**
- (b)** How do high context cultures differ from low context culture? Discuss with examples. **07**
- Q.3 (a)** “Consumers do not buy products; what they buy is motive satisfaction or problem solutions’. Explain. **07**
- (b)** Explain different modes of entering into foreign market. **07**
- OR**
- Q.3 (a)** Discuss various drivers of consumer behavior with appropriate examples. **07**

- (b) Discuss various research tools that can be used in international marketing research. 07
- Q.4 (a)** Discuss various pricing strategies to be followed in international market. Suggest pricing strategy for HP laptops planning to enter in other countries. 07
- (b) Which factors you will consider for expanding your chain store for books in international markets. 07
- OR**
- Q.4 (a)** What alternatives are available for branding decisions for branded wardrobe and accessories? 07
- (b) Explain in detail Marketing Information Systems. How will you use such a system for operating a hotel? 07
- Q.5 (a)** What are the different sources of finance available for international trade? Highlight the features. 07
- (b) Discuss the salient aspects of the Uruguay round of discussions on GATT. 07
- OR**
- Q.5 (a)** What are Letters of Credit? Explain various forms and importance. 07
- (b) Discuss various tariff and non-tariff barriers in brief. Also discuss the arguments posted by countries in introducing them. 07
