

The consultant arranged to get all the permissions. Mr. Pratap got all the permissions to establish the factory in Jeddah. Then he arranged to import the machinery from India. After importing the machinery and equipments, Mr. Pratap established the factory and started producing the match boxes on a commercial scale in January 2000.

Mr. Pratap conducted another market survey, and fixed the price of each match box at Riyal 0.50 as the competitor's match boxes were priced at Riyal 1.00 in order to hit all the competing firms at got as much market share as possible.

Mr. Pratap released the first batch of match boxes into the market in March 2000. The first batch of the match boxes were sold like hot cakes and Mr. Pratap was very much thrilled of the success of his project. He released the second batch of match boxes into market. But, unfortunately, he could not sell even a single match box of the second batch. The same was the case of the subsequent batches. Ultimately, Mr. Pratap was forced to close the factory.

Questions :

- (a) What were the reasons for the highly positive response for the first batch of products?
- (b) What was the reason for the very poor response for second batch of product?
- (c) Why Mr. Pratap Mehta fail in his project?

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Third Semester

International Business

Paper XIV — GLOBAL MARKETING MANAGEMENT

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following.

1. What are the significances of international marketing?
2. What are the problems faced by a country during the transition period from domestic marketing to international marketing?
3. Explain the political and legal environment factor affecting the international marketing.
4. Differentiate standardisation and product adaptation.
5. What are the objectives of global marketing?
6. Explain marketing environment and promotion strategies.

7. What are the objectives of export pricing?
8. What are the importance of labelling the products in the international marketing?

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following.

9. What are the importances Export Packing?
10. Explain the various types of channel of distribution for selling a product in the international market.
11. Explain the international pricing policies and strategies.
12. What are the factors influencing the sales promotion strategy in global marketing?
13. Explain in detail about EPRG framework.
14. What are the steps involved in new product planning and development for global markets?
15. What are the sales promotion techniques adopted in international market?
16. What are the Government regulations regarding the export pricing?

PART C — (1 × 20 = 20 marks)

17. Case Study – Compulsory :

Mr. Pratap Mehta went to Saudia Arabia for the first time as a business visit in 1998. During his Sojourn and Riyadh, he purchased a match box for one Riyal. He was surprised at the price of the match box as one Riyal is equal to Rs. 10 (nearly) and the match box is India Cost Rs. 0.50.

The price of a match box in Riyadh was ringing in his mind that might. At one point of time he got a wonderful idea. The idea included :

- Preparing a feasibility report for establishing a match box factory in Saudia Arabia.
- Importing necessary machinery from India.
- Obtaining necessary permission from the Government of Saudia Arabia.
- Selecting the market intermediaries in Saudia Arabia.
- Finally establishing the match box factory in Riyadh or Jeddah.

Mr. Pratap conducted a survey and concluded that the idea was commercially feasible and financially profitable. Immediately, he approached a consultant in Jeddah and finalised the deal for getting the necessary permission from the Government of Saudia Arabia.