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Reg. No. : .....

Name : .....

**IV Semester M.B.A. (Part Time) Degree Examination, July 2009  
(2006 Scheme)**

**INTERNATIONAL MARKETING**

Time : 3 Hours

Max. Marks : 60

**PART – A**

Write short notes on **any five** questions. **Each** question carries **three** marks.

1. What is marketing research ?
2. Explain the functions of WTO.
3. What is export documentation ?
4. What is preshipment finance ?
5. What is meant by letter of credit ?
6. What is duty exemption scheme ?
7. Explain economic environment.
8. What are the elements of marketing plan ?

**PART – B**

Answer **any three** questions elaborately. **Each** question carries **ten** marks.

9. Distinguish between domestic and international marketing.
10. What are the elements of international marketing environment affecting marketing activities in a foreign country ?

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11. What are the objectives and role of export promotion councils ?
12. Explain the significance of pre-shipment credit in foreign currency.
13. What are the ingredients involving international product life cycle ?

PART – C

Read the following case carefully and answer the questions at the end.

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**Case analysis - Compulsory**

Mahindra and 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 1988-89-2000-01.

M & M has been selling its tractors and utility vehicles in foreign markets including U.S.A. Some of the components of its products have been sourced from abroad.

M & M has a 100 percent subsidiary in U.S.A., Mahindra U.S.A., with a strong network of 100 dealers.

Mahindra has a five percent market share in the U.S. market in the 28-30 horse power (H.P.) range.

As a part of the strategy aimed at building a global supply chain, Mahindra U.S.A. has signed a Memorandum of Understanding (Mou) with the Korean tractor major Tong Yang, a part of the \$2bn Tong Yang Moolsam Group, according to which Mahindra will source high horse power (mostly 25-40 h.p. range) and sell them around the world under the M & M brand name. The premium range of tractors will be sold in the U.S.

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 U.S. 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 ?