

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A. Sem - IV Examination May 2011

Subject code: 840101

Subject Name: International Marketing

Date: 21/05/2011

Time: 02.30 pm – 05.30 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) Suppose a country has an absolute advantage for all products over its trade partner. Will trade occur? Discuss. **07**
- (b) Discuss various tariff and non-tariff barriers in brief. Also discuss the arguments posted by countries in introducing them. **07**

- Q.2** (a) What factors distinguish free trade areas, customs union, common market, economic union and political union? **07**
- (b) KFC, a fast food operator, faced immense resistance from some politically active consumer groups when it opened its operations in India. One group proclaimed that opening KFC outlets in the country would propagate a 'junk food' culture. Others proclaimed that this was 'the return of imperialistic powers' and was an attempt to 'Westernize the eating habits' of Indians. Local authorities in the city of Bangalore used a city law restricting the use of MSG (a food additive used in the chicken served by KFC) over a certain amount as a pretext for temporarily closing down the outlet, despite the fact that the authorities did not have the equipment to measure the MSG content in the proportions stated in the law. In New Delhi, a KFC outlet was temporarily close because the food inspector found a 'house fly' in the restaurant. Although both of these issues got resolved through hectic consultation with these consumer groups and through legal orders issued protecting the interests of the outlets, they do reflect how the political and social concerns of even a small segment of the population can adversely affect the operations of companies in foreign markets. If you were the country manager of KFC in India, what steps would you have taken to avoid these problems? **07**

**OR**

- (b) How do high context cultures differ from low context culture? Discuss with examples. **07**

- Q.3** (a) Do you agree with the statement, "Consumers do not buy products; what they buy is motive satisfaction or problem solutions". Justify your answer. **07**
- (b) "There is no single way of entering in foreign market." Discuss. **07**

**OR**

- Q.3** (a) Discuss various drivers of consumer behavior with appropriate examples **07**
- (b) Discuss various research tools can be used in international marketing research. **07**

- Q.4 (a)** Discuss various pricing strategies to be followed in international market. **07**  
Suggest pricing strategy for MNC planning to enter in Emerging Market.
- (b)** Distinguish between direct and indirect channel of distribution and **07**  
discuss their advantages and disadvantages.

**OR**

- Q.4 (a)** Describe the product standardization v/s adaptation debate. Discuss the **07**  
various ways of product adaptation in brief.
- (b)** Discuss the major drawback of Internet as a communication tool in **07**  
international marketing.

- Q.5 (a)** What are the different sources of finance available for exporters, discuss **07**  
them in brief.
- (b)** Discuss the salient aspects of the Uruguay round of discussions on **07**  
GATT.

**OR**

- Q.5 (a)** Define Letter of Credit. Discuss various forms of L/Cs in detail. **07**
- (b)** Discuss the role of ECGC in promoting export from the country. **07**

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