

## M.B.A.(IB) DEGREE II SEMESTER EXAMINATION, APRIL 2010

## SMI 2205 INTERNATIONAL MARKETING

Time: 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. What are the special problems of International Marketing? Explain them.  
OR  
B. Discuss the impact of social and cultural environment on international marketing of a country.
- II. A. What are the various international market entry strategies? Explain them.  
OR  
B. What is strategic alliance? Explain its importance in international marketing.
- III. A. What are the factors influencing global pricing? Explain them.  
OR  
B. What are product positioning strategies? Explain them.
- IV. A. What are global sales promotion strategies? Explain them.  
OR  
B. What are the factors determining channel of distribution in international market? Explain them.
- V. A. Case One

Car makers have always relied on mint-fresh models to drive sales and wrest market share. Ironically, though, even as auto giants continue to churn out new products, they are also adopting common production platforms. This allows several, sometimes very different, vehicles to be developed with similar components. Once a platform has been developed, individual car development costs can be slashed drastically. Indeed, globally, the number of platforms is shrinking while the number of vehicles developed from a single platform has shot up.

1. What are the product strategies needed to market a new car in the world market?
2. What is common production platform? Explain its relevance for the growth of automobile sector.

OR

- B. Case Two

Packaging is the latest area that is seeing a raft of patent registration by corporate India. As shelf spaces get crowded, companies are rushing in with innovative and clutter-busting packaging solutions across industries. And increasingly, companies are now filing patent applications to protect innovations around materials, package construction and features, technology and equipment.

Recently, life-science company Aresthagen was granted registration for its trapezoidal design by the Indian Patents Office for its Good Earth range of health foods. The Trapezoid – shaped boxes, the company feels, created a distinct identity for its range of breakfast cereals. And Companies across industry – segments, led by a bevy of MNCs are aggressively filing patents for registering their design in India, including Procter and Gamble, Cadbury, Colgate - Palmolive, Hindustan Unilever and Reckitt Benckier. Packaging, it seems, has joined product, price, place and promotion as the fifth cornerstone of marketing.

1. Narrate the importance of 'packaging' for the speedy penetration in the world market.
2. MNCs are interested in filing patent registration for their packaging. Why?