

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester V – PGDM (IB) 2015-17

International Marketing Management
ET_IB_IMM_2912

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** a) Distinguish between **Niche marketing, Undifferentiated Marketing and Concentrated marketing?** Give examples of firms adopting these marketing strategies?
b) Briefly specify the pivotal role of the Regional Trade Agreements/ institutions for promoting global trade and facilitating investment induced growth and employment with special reference to the following: **12**
- Q 2** International firms are facing enormous challenges in coping with the divergence of cultures across nations? Explain the changes in marketing mix pursued by international marketers to address these challenges? Outline the distinct advantages and disadvantages of standardization and customization of products? Discuss with reference to firms like APPLE, BOEING, McDonalds, KFC, etc. **14**
- Q 3** Highlight the difference between Demographic, Psychographic and Behavioral segmentation? Why is segmentation important prior to the formulation a marketing mix? Explain the segmentation strategies of firms like PORSCHE, Emirates Airlines, Colgate, and Pizza Hut? **14**
- Q 4** Describe the importance of International Logistics? Outline the importance of multiple logistics system connectivity for facilitating higher market, reach, access and visibility? Highlight the fundamental contribution of Inland Container Depots (ICDs) and Container Freight Stations (CFS) for achieving distribution efficiency for exporters and importers? **14**
- Q 5** Outline the difference between **Market Skimming, Predatory Pricing, Cost Based Pricing and Contractual Pricing?** Under what conditions should international marketers adopt the above approaches? Provide examples with reference to international firms like Panasonic, McKinsey, and Chinese Toy Manufacturers, etc. **14**

- Q 6** Describe the inherent components of Integrated Marketing Communications? What is the crucial difference between Global Advertising and Customized Advertising? Why is customized advertising necessary for promoting strong brand image globally? Give examples with reference to Coke, McDonalds, Nestle, etc **14**
- Q 7** Assume a multinational company is actively exploring the possibility of diversifying business operations. The Top Management Team strongly perceives that due to saturation in domestic markets, it is worthwhile expanding operations in emerging markets like India. The forecast is that a sizeable portion of their incremental profits would accrue from international ventures. You have been hired as a consultant for conducting exhaustive market survey and identifying countries where this firm could consider setting up operations?
On the basis of the above please answer the following questions:
- a)** Describe how you would carry out an exhaustive research to diagnose the market opportunities and prospects? Your answer should include how firms perform consumer research, competitor's analysis and trade channel research using structured questionnaires for gathering authentic information?
 - b)** What are the various modes of entry into international markets? Explain the possible benefits of Joint Ventures and strategic alliances as modes of entry into global markets? **16**
