Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Code :** | **18MS3036** | **Duration :** | **3hrs** |
| **Sub. Name :** | **INTERNATIONAL MARKETING STRATEGY** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | | State the characteristics of MNCs. | CO1 | 10 |
| b. | | Cite the drawbacks of International Marketing. | CO1 | 10 |
| **(OR)** | | | | | |
| 2. |  | | Describe the barriers to International Trade. | CO1 | 20 |
|  |  | |  |  |  |
| 3. | a. | | Is branding difficult in International Market? Justify. | CO2 | 5 |
| b. | | Highlight explanations from International Product life cycle model. | CO2 | 15 |
| **(OR)** | | | | | |
| 4. | a. | | Exhibit the important factors of International Branding decisions. | CO2 | 15 |
| b. | | Why international service marketing is important? | CO2 | 5 |
|  |  | |  |  |  |
| 5. | a. | | Explain the global promotion using “An Agency-Style Approach”. | CO3 | 10 |
| b. | | Outline the New Product Development Process. | CO3 | 10 |
| **(OR)** | | | | | |
| 6. |  | | Discuss Nicosia model of Consumer behavior. | CO3 | 20 |
|  |  | |  |  |  |
| 7. | a. | | Distinguish Globalization from Internationalization. | CO4 | 10 |
| b. | | What factors would influence the product adaptation in global marketing? | CO4 | 10 |
| **(OR)** | | | | | |
| 8. |  | | Bring out the recent trends in Social Media Advertising. | CO4 | 20 |
|  | | | **Compulsory**: |  |  |
| 9. | |  | Coca-Cola and Pepsi-Cola both entered China in the early 1980s. Coke expanded rapidly through a series of partnerships with local ‘anchor’ bottlers and the Chinese government and by 1994 had 19% of the Chinese soft drink market. Pepsi, on the other hand, preferred equity investments in local bottling partners, and by 1994 had 9% of the market. Both companies face competition from large and small companies selling local soft drink brands such as Jianlibao, and a major challenge in obtaining broad-based distribution.  Focus on developing a strategy for PepsiCola in the Chinese market. (*This should cover which products and brands to promote, how to distribute them, in which geographic region, and how to price and position them*) | CO4 | 20 |
|  |  | |  |  |  |