

Code: **BA4T5**

II MBA - II Semester - Regular Examinations JUNE 2015

INTERNATIONAL MARKETING

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Write short notes on any FIVE of the following: 5 x 2 = 10 M

- a) Export marketing
- b) Adaptation
- c) Transnational companies
- d) Transfer pricing
- e) Corporate social responsibility
- f) Competitive advantage
- g) Sustainable marketing
- h) Communication adaptation

SECTION – B

Answer the following:

5 x 10 = 50 M

2. a) Briefly explain ‘International Marketing’ with suitable Examples. What are the opportunities of International Marketing?

OR

b) What is meant by a ‘Global Firm’? List the major decisions faced by a company while going for International marketing.

3. a) Which factors influences the market entry decisions for a foreign company? Compare and contrast 'Direct export' and 'Indirect export' as market entry strategies.

OR

- b) Briefly explain 'Joint Venturing' as a mode of entry to foreign market by considering examples from the Indian market.

4. a) What are the factors that influence 'Channel decisions' for a company in a foreign country? Explain with any one example.

OR

- b) Illustrate 'distribution pattern' in International marketing. How Internet effects the distribution of goods and services in International market?

5. a) What is culture? How does it influence branding in the international market? Illustrate with suitable examples

OR

- b) Briefly explain EPRG framework and explain how it influences product decisions in International market.

6. a) What are the important factors to be considered for promotional activities in International market? Illustrate with examples.

OR

- b) Illustrate with example how the business environment of a country may influence the pricing decisions.

SECTION – C

7. Case Study

1 x 10 = 10 M

Emerging Lower Middle Class Fires Up Marketers in Brazil

New Group Becomes Country's Largest Consumer Set, Driving Sales of Cars, Houses, Cellphones, Electronics.

RIO DE JANEIRO (AdAge.com) -- Much of Brazil's explosive growth is being fuelled by an emerging lower middle class that has grown to 95.4 million people. As they snap up cars, cell phones and new homes, this group is quickly becoming a prime target for marketers. The group, called the Class C, earns between \$600 and \$2,600 a month and, through upward mobility in a growing economy, has become Brazil's largest consumer group in a population of 192 million people. (Class A and B are Brazil's elite and upper middle class, while the D and E classes are on the lowest rungs of the economy.)

Nova America, a thriving but not upscale shopping mall in Rio de Janeiro, gets about 50% of its sales from the Class C. Carlos Martins, the mall's superintendent, said sales have been growing by about 15% a year, and the mall is adding new stores and corporate offices this year. About 50,000 people a day pass through the mall, spending an average of \$80 per person and buying cellphones, consumer electronics and even cars and houses.

"We are huge sellers of real estate and cars," Mr. Martins said. Samsung's LCD and plasma TVs are also big hits among this consumer group. To drive sales, retailers offer low-interest instalment plans and customers go to the store every month to make their payment.

Despite a penchant for pricey cellphones, most Brazilians stick to pre-paid plans. According to the National Telecom Agency's tally of cellphone plans, 145 million of them -- almost 82% of the total -- are pre-paid, and only 30 million, or 17%, are post-paid. Prepaid plans are the choice of Class C.

Vivo, owned by Spain's Telephonica and Portugal Telecom, is Brazil's mobile-phone leader, with 54 million clients. Planning Director Daniel Cardoso estimates that about 35% of his clients are from the Class C and that those numbers are growing fast. To accommodate them, Vivo is adding new sales outlets and lower price points so consumers can add minutes in increments as low as \$3 or \$5.

Vivo's ad campaign, by Sao Paulo agency Africa, tells true stories of reaching remote parts of Brazil and changing peoples' lives. Ads show a young woman updating her blog from the Amazon region and a young designer working on sustainability projects using Vivo's mobile internet connection.

Review questions

- a) By considering the concepts of International marketing, develop a marketing strategy for Samsung mobiles in Brazil?
- b) What could be the major challenges for a marketer to enter a country like Brazil with current mentioned scenario? Illustrate with relevant examples from India as well.