

Code: BA4T5

**II MBA - II Semester – Regular/Supplementary Examinations
April - 2018**

INTERNATIONAL MARKETING

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Answer any FIVE of the following: 5 x 2 = 10 M

- a) International Marketing Vs domestic Marketing
- b) Business customs in international market
- c) Marketing in Third world Economies
- d) Suitable Entry strategy for Indian firms
- e) Impact of BREXIT on trade
- f) International product positioning
- g) Global Pricing
- h) Grey Market goods

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) Discuss the scope & significance of International Marketing.

OR

b) Explain the Impact of VOCA Environment (volatility, uncertainty, complexity and ambiguity) on International trade.

3. a) Examine the importance of market segmentation in international marketing and explain the bases of international market segmentation.

OR

b) You are the Managing Director of an Indian Pharmaceutical company. Do you think your company should enter international markets in the present globalised environment? Give reasons for your answer.

4. a) Distinguish between direct and indirect distribution channels in international marketing.

OR

b) What are the challenges in managing an international distribution strategy?

5. a) What are the various stages in International product life cycle and discuss the appropriate strategies to be followed at each level.

OR

b) Explain the relevance of Brands & Building of Brands in the international markets.

6. a) What is EXIM policy of India? Write in detail export documentation procedure.

OR

b) What are the factors influencing the global pricing decisions & what methods of pricing a firm can consider ?

SECTION – C

7. Case Study

1x10=10

US based Google the leading Internet search engine company in the world started providing its services in China in 2000. Though Google soon became the leading search engine in the Chinese market, it started losing its market share in couple of years. In China, the Internet content was heavily censored by the government and users searching on Google's site experienced inordinate delays. By 2005, Chinese search engine company Baidu emerged as the leading internet search company in China. To compete with Baidu, Google decided to launch a Chinese website - www.google.cn and agreed to censor its content.

In 2006, Google rolled out google.cn, china based search page that censors the results as per the Chinese rules. Critics viewed announcement of Google to comply with the internet censorship laws in China as the submission to the Golden shield Project (a censorship and surveillance project operated by the Ministry of Public Security (MPS) division of the government of China in 1998 and implemented in 2003.). Due to this censorship, whenever people search for prohibited Chinese keywords on a blocked list maintained by the Chinese government, google.cn will display results may not comply with the relevant laws, regulations and policy, can not be displayed.

In August, 2008 Google launched the free music downloads to the users to better compete with the market leader Baidu.cn. In March, 2009, China banned the Googles YouTube. In June, 2009, Gmail, google.com and other online services of Google became unavailable and Chinese government accused Google of spreading obscene content over the internet. Finally in January, 2010 the

company said its no longer willing to censor the results in the country and may pull out of the country.

In the middle of December Google detected huge and deep hacks into the corporate Infrastructure resulting in theft of intellectual property. Although Google has fixed the security issues but it has chosen to air the problems in public to shine a spotlight on them and which is a pretty unusual move. Answering to the question why Google decided to reveal the problem publically the chief legal officer David Drummond said, We have taken the un-usual step of sharing information about these attacks with a broad audience not just because of the security and human rights implications of what we have unearthed, but also because this information goes to the heart of a much bigger global debate about freedom of speech. But this reason is not as unusual as the next one. Google has decided to call off its business in China after these attacks and the surveillance that they have uncovered.

Google is very popular and strong player in western countries like UK, Germany and France where it claims 75% market share, but in Asia the story is not very impressive. Company handles less than 50% searches in Japan, 8% in Korea and 27% in Taiwan. Although in India, company has a remarkable record of having 88% market share. Asia accounts for \$ 23.7 billion in annual revenue for the company. So, parting from the biggest market by users, China is a costly affair for Google. But this bold step may enhance the image of the company in other markets because of its moral stance against censorship.

- 1) Examine the problems faced by Google in China
- 2) Evaluate the impact of Government regulations on the operations of foreign internet companies like Google in China.