

**II MBA - II Semester – Regular/Supplementary Examinations  
September – 2020**

**GLOBAL MARKETING MANAGEMENT**

Duration: 3 hours

Max. Marks: 60

**SECTION - A**

**1. Answer the following:**

**5 x 2 = 10 M**

- a) What is international market access initiative?
- b) Explain about Indirect exporting.
- c) What is Break – even pricing?
- d) What do you know about distribution structures?
- e) Who are Participants in EXIM trade?

**SECTION – B**

**Answer the following:**

**5 x 8 = 40 M**

2. a) Define International Marketing. What is the need for International Trade for the economic development of a nation?

(OR)

- b) Explain about scope and significance of International Marketing for a country's economic development.

3. a) Illustrate entry strategies of new firms with examples.

(OR)

b) Analyse the reasons for Mergers & Acquisitions with examples.

4. a) How can you apply the concept of Segmentation, Targeting and Positioning in International Marketing?

(OR)

b) Elucidate the phases of International product life cycle.

5. a) What are the challenges in managing an International distribution strategy?

(OR)

b) What are various factors that affect the promotion decisions in world markets? Discuss in detail.

6. a) Explain the terms Countertrade, counter purchase, buyback, offset, clearing agreement and switch trading.

(OR)

b) What are the factors that influence international pricing decision?

## **SECTION-C**

### **7. Case Study**

**1x10=10 M**

Group Danone is the world's largest producer of fresh yogurt and dairy products. In Europe, Danone is the only one maker of

biscuits (with Lu and Jacob brands) and the second largest pasta maker (Panzani, Agneri). Over 85% of sales come from Western Europe. Antoine Ribaud is drawing up plans for Danone's expansion in international markets.

Issues to be considered are:

- a) Which areas of the world should they target?
- b) On which product lines should they focus their efforts?
- c) Should they enter into alliances with other food manufacturers?
- d) How should they leverage the strength of the Danone brand in international markets?

Draw upto two or three alternative strategies for international market expansion, indicating the area of the world and product lines on which they might focus as well their global branding strategy.