

TYBMS (Sem V) 22/4/15
International Marketing
(2 ½ Hours)

Q.P. Code : 21825

[Total Marks : 75

- N.B. : (1) All questions are compulsory.
(2) All questions carry equal marks. (15 marks)
(3) Figures to the right indicates full marks

1. Attempt any two

- (a) Discuss Social and cultural environment of international marketing
(b) Explain in brief Non-Tariff Barriers.
(c) Discuss the functions of WTO

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2. Attempt any two

- (a) Explain the role of Indian Institute of Packaging in International Marketing.
(b) State and explain the different channels of distribution available at International Marketing.
(c) Explain International Product Life Cycle.

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3. Attempt any two

- (a) Explain Break Even Pricing
(b) What are the various incentives given by the Indian Government for Export Promotion.
(c) Write a brief note on INCOTERMS

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4. Attempt any two

- (a) Discuss the basis of International Market Segmentation.
(b) Explain International Market Selection procedure.
(c) Distinguish between Direct & Indirect Exporting.

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5. Case Study :

You are newly appointed export marketing manager of Flexy Vac (Pty) Ltd, a company producing a range of collapsible, aluminum-framed stretchers for emergency use in mines, mountaineering, and other similar conditions where it might be difficult to evacuate injured persons. The materials and unique design of the stretchers give them extreme lightness allied with strength. While all models have the same basic principles and construction there are modifications in size and fabric. The company has been producing for more than 15 years and is well established in its domestic market. Its stretchers are used in the ambulances too. The company is financially sound, has good

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administrative procedures and disciplines and is run with a small, close - knit management team. The company's board of directors has considered various options for further growth. The basic choice appeared to be between diversifying its production into other aluminum items, possibly in the outdoor leisure sector, and significantly expanding its sales through exports of stretchers. The decision has been taken to expand through exports and aggressively seek new markets worldwide. Diversification into other product areas has been ruled out as of now. Your appointment has been the direct result of this decision.

- (i) Determine two potential target markets for the product. 4
- (ii) Discuss a few all foreign market entry strategies a company can consider. 6
- (iii) Recommend, with full reasons, a market entry strategy for FlexyVac (Pty) Ltd for each of the countries you have selected. 5