

T4BMS

Paper / Subject Code: 12611 / Elective: Marketing : International Marketing.

Q.P. Code : 31066

[Time: 2½ Hours]

[ Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory subject to internal choice
  2. Figures to the right indicate full marks.

1. Attempt any two questions 15

- a) Discuss the steps to be followed to enter international markets.
- b) Define Trade Barrens. Differentiate between Tariff and non tariff barriers.
- c) Explain: - Globalization, European Union, NAFTA.

2. Attempt any two questions 15

- a) What is meant by economic environment? Discuss the types of International Economic Integration witnessed by the world.
- b) Discuss the elements of culture that affects business.
- c) Explain the need for conducting international marketing research.

3. Attempt any two questions 15

- a) Explain the product life cycle in international context.
- b) Define market segmentation. Explain its importance in international markets.
- c) Identify the steps to be followed in planning and designing a promotional campaign for international markets.

4. Attempt any two questions 15

- a) "Global service marketing offers a number of benefits to service providers". Comment for and against the statement.
- b) Discuss how the International marketing operation can be controlled effectively.
- c) Explain :-
  - a. Cost leadership strategy
  - b. Service culture
  - c. Transnational strategy

5. Case Study 15

M&S experimental involvement with internationalization began in the 1940s. Unlike most service firms, however, the company began exporting its St. Michael brands overseas as a way to test the waters (recall that the company did not own manufactures, merely branded their merchandise using the St. Michael private label). Briggs (1992) estimated that in 1955 the company was exporting about \$1,146,000 worth of merchandise. Early internationalization of the company was mostly due to domestic factors. Internally, the company started to feel that it has saturated to domestic market and that expansion will have to come from overseas. Externally, some Labor party member were suggesting nationalizing the leading domestic retailers. Internationalization was therefore seen as a tool of diversification. Out of the export

TURN OVER

business, some international franchising relationships were formed. Importers of the St. Michael brand, who were familiar with the success of the brand in their countries, also bought the business format (including store layout and operating style) from M&S.

M & S utilizes various types of modes of entry around the world. The company believes in opening its own stores and expanding through acquisitions in major economies. On the other hand, M&S expands through franchise agreements into countries where a partner's local expertise is viewed as beneficial (M&S Annual Report 1998). The company owns stores in Belgium, Canada, France, Germany, Hong Kong, Ireland, Spain and Netherlands; and franchised in the rest of the countries including The Bahamas, Bermuda, Canary Islands, Cyprus, The Czech Republic, Gibraltar, and Israel.

M&S for years has insisted on buying its clothes from domestic manufacturers, a policy that gained it support from its citizenry, but not necessarily its customers.

1. Discuss the growth and expansion strategy of M & S 7.5
2. In the current business scenario what do you think should be the be the plan adopted by M & S for the future. 7.5