

Code: 17BA4T3MA

**II MBA - II Semester-Regular / Supplementary Examinations
August - 2021**

GLOBAL MARKETING MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) What is the need for international trade?
- b) What are entry strategies of new firms?
- c) Recall Dumping and price distortion?
- d) Outline international marketing channels.
- e) Explain the significance of export documentation.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Discuss the difference between International and Domestic marketing.

OR

- b) Determine business customs in international market.

3. a) Describe about various entry strategies for capturing Global markets?

OR

- b) Examine foreign manufacturing and franchising strategies.

4. a) Discuss about factors effecting Global pricing decisions?
Explain few pricing Strategies?

OR

b) Explain the significance of Global Branding and Advertising?

5. a) Elaborate the promotion for international markets.

OR

b) Discuss Challenges in managing an international distribution strategy.

6. a) Appraise about the EXIM policy of India?

OR

b) “Excessive documents and procedures resulted in the weakening of Indian Global Marketing effort”. Discuss

SECTION-C

7. Case Study

1x10=10 M

Majorca is a place well known for its pearls. One Spanish firm, Majorica S.A., has used Majorica, an ancient name for Majorca, since 1954 as its trade name as well as a brand name to describe its pearls.

Majorica was alarmed to learn that R. H. Macy, a major U.S department store chain, was selling Majorca-labeled pearls that were made by Hobe Cie. Ltd., a competitor of Majorica S.A. Contacts with Macy produced no fruitful results in resolving the

difficulty. Macy felt that it had a right to use the name in question because Majorca was the name of an island and because the pearls in question were indeed made there.

Subsequently, Majorica filed a law suit in a federal court., asking for a judgment to stop. Macy from using the name, Majorica S.A cited Trademark infringement as the reason for seeking relief. It argued that Macy's action caused confusion among consumers as well as erosion of goodwill..

Questions:

1. Is Majorica a valid brand name or just a generic trademark?
Does the fact that it is the name of a place (i.e, island) affect the registration eligibility and legal protection of Majorica S.A?
2. Was Macy's action legally defensible? Assuming that you are a Federal court judge, do you think that Macy's use of the name could cause consumer confusion? Do you think that Macy's labeling constituted trademark infringement? Can the branding/labeling be somehow modified to prevent consumer confusion?