

Code: 17BA4T3MA

**II MBA - II Semester-Regular / Supplementary Examinations
July 2022**

GLOBAL MARKETING MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Define Global Marketing. Explain its significance.
- b) What are the cross border factors that influence global pricing of commodities?
- c) Explain the concept of International Product Life Cycle.
- d) Classify distribution structures.
- e) Summarize Export-import policy.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Explain the scope and significance of Global Marketing?

OR

b) Distinguish between global marketing and transnational marketing? Which concept could describe Indian Software Industry?

3. a) Compare and contrast between different market entry strategies for International markets.

OR

b) Appraise marketing in transitional economies and third world countries.

4. a) What do you mean by Global Market Segmentation? Explain the basis for Segmenting Global Markets.

OR

b) What is the strategy adopted by Coca-Cola in reaching out and extending its product life cycle in third world countries?

5. a) What factors do you consider to choose a Foreign Country Market Intermediary? And Explain why?

OR

b) Discuss distribution patterns and challenges in managing an international strategy.

6. a) Write about the preliminary documents required for Export procedure.

OR

b) “In spite of its strategic maritime location India could not take advantage of trade and thus resulted in the loss of global marketing opportunity”. Compile.

SECTION-C

7. Case Study

1x10=10 M

Prefabricated houses are specialist dwelling types of prefabricated building, which are manufactured off-site in advance, usually in standard sections that can be easily shipped and assembled. Some well-known mail-order retailers started selling such houses in the United States decades ago. One advantage of this type of housing is quick assembly—only a few days are needed. Another buying incentive is the lower price achieved through mass production. Another advantage of the assembly-line approach is better quality control. The major disadvantage is, of course, the product's in-age. There is no prestige in living in a prefab house and the uniform look does not enhance consumer perception. Although mass production has generally negative connotations, it does not appreciably hurt such durables as refrigerators, automobiles and sound equipment. Yes, for housing the negative image is quite overwhelming.

In Japan where land and housing costs are outrageous, prefab houses are a necessity for many. One Japanese firm that has acquired technical know-how in manufacturing prefab houses is Misawa Homes. One of its population designs is House 55. This model has ten capsules requiring five large “containers” for transportation. The model's advantage is that rough assembly can be accomplished in just 2 hours. Another strength is its price – 20 percent lower than conventional prefab houses and 30 percent less

than wood houses. The model was exhibited at trade fairs in Europe and received a great deal of interest. Encouraged Misawa Homes wanted to export its House 55 houses to Europe and the United States.

Questions:

- a) Do you think that such prefab houses as House 55 can gain consumer acceptance in United States and Europe?
- b) Are there any factors that pose no problem in Japan, and yet create difficulties in United States?
- c) What should be Misawa's strategy to enter overseas markets with the product?