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Code No: BA1925

GEC-R14

MBA IV Semester Regular Examinations, June 2016

INTERNATIONAL MARKETING

(Master of Business Administration)

Time: 3 Hours

Max. Marks: 60

Note: Answer All Sections of Questions

All Questions from **SECTION-A** are to be answered at one place.

SECTION-A

6 × 2 = 12M

1. Domestic Marketing.
2. Technological Environment.
3. Regional Marketing.
4. Indirect Exporting.
5. International Marketing Channels.
6. Global Marketing.

SECTION-B

3 × 12 = 36M

1. a) Define 'International Marketing'. Explain factors to be considered in International Marketing Decisions.

(OR)

- b) Distinguish between domestic marketing and international marketing.

2. a) Describe the international product life cycle. Explain various stages of international product life cycle.

(OR)

- b) What is international marketing environment ? Briefly explain various components of international marketing environment?

3. a) Examine the importance of market segmentation in international marketing and explain the bases of international market segmentation.

(OR)

- b) Distinguish between direct and indirect distribution channels in international marketing.

SECTION-C

1×12=12M

CASE STUDY:

GLOBALIZATION OF AYURVEDA AND AYURVEDIC MEDICINES

India has been the home of Ayurveda. But, until the early nineties, people preferred allopathy. The reason behind this preference was the feeling that allopath gives quick relief and also it has a cure for practically everything. During this course, very little was done to market ayurvedic medicines in India. Obviously, the market got restricted.

A Himalaya drug has been a key player in ayurvedic medicines in India. But its product never caught the fancy of Indian customers, mainly due to the lack of information and other marketing deficiencies the company, along with the brand name, did specify that the medicines are “proprietary ayurvedic medicines “. The consumers often overlooked the information and the market remained restricted. also no serious efforts were made to promote to brands.

In order to change the things in his favor to cash-in on the so called “Ayurved fever “ the company changed its strategy . Instead of naming its products independently, the company used a brand name viz. “ayurvedic concepts” and started advertising the same. This immediately caught the fancy of the customers and the market started expanding. One very important aspects stressed by the company was that the company has no side effects.

Questions:-

1. What should the company do to maintain its position in the market?
2. Suggest any two strategies for a successful entry into the global market.
