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08MBAMM418/IB468

Fourth Semester MBA Degree Examination, May/June 2010
International Marketing Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q. No. 1 to Q. No. 7.
2. Question No. 8 is compulsory.

- 1 a. Define the term international marketing. (03 Marks)
b. What are the major changes of global market that will continue in the future? (07 Marks)
c. Briefly explain the different international orientations of a company. (10 Marks)
- 2 a. What do you mean by the term "Back translation"? (03 Marks)
b. What are the major challenges faced by the researcher while gathering primary data for international marketing research? (07 Marks)
c. Explain the process of marketing research in international context. (10 Marks)
- 3 a. What is multicultural research? (03 Marks)
b. Briefly explain the planning process adopted in international marketing. (07 Marks)
c. Explain in detail, any two modes of entry followed in international marketing. (10 Marks)
- 4 a. What do you mean by the term green marketing? (03 Marks)
b. What are the major barriers for a company to enter global markets for consumer services? (07 Marks)
c. What are the three major components of a product? Discuss their importance in product adaptation. (10 Marks)
- 5 a. Define the term parallel import. (03 Marks)
b. Briefly explain the role of trade shows in business to business marketing. (07 Marks)
c. What are the strategies built by foreign multinationals for their operation in India? (10 Marks)
- 6 a. What do you mean by licensing? (03 Marks)
b. Write a note on India – a hub for globalization. (07 Marks)
c. Write note on any two of the following : (10 Marks)
 - i) Counter trade
 - ii) Transfer pricing
 - iii) Costing pricing.
- 7 a. What do you mean by FOB in international trade? (03 Marks)
b. What are the major constraints for advertising in international marketing? (07 Marks)
c. What are the major documents required for exporting goods to foreign countries? (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 CASE STUDYROYAL PHILIPS ELECTRONICS OF NETHERLANDS : Managing the global home .

Timeline of Philips : The foundation of the company was laid in 1891 with an objective of making it one of the world's biggest electronics companies, when, Gerard Philips established a production and marketing unit in Eindhoven, the Netherlands, to manufacture incandescent lamps and other electrical products.

Mile stones (major)	
1914 –	Research laboratory
1918 –	Medical X-Ray
1927 –	Radio
1939 –	Electronic shaver
1963 –	Integrated circuits and compact audio cassettes

Royal Philips electronics is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 29 billion in 2003. It is a global leader in colour T.V. sets, lighting, electric shavers and medical diagnostic imaging. Its 165,300 employees in more than 60 countries, are active in the areas of lighting, consumer electronics, domestic appliances, semiconductors and medical systems. The commercialization of display technology was done by working with Sony and customized display solutions for innovative mobile services. The longstanding partnership has resulted in more than 100 patents between all the companies (E Ink corporation, Sony, Toppan printing).

Current Phase of Growth :

The European consumer electronics industry has experienced dramatic centralization and concentration. The main features of this development are the establishment of a mixed membership design which allows multinational enterprises to become direct members of the European association, a significant shift of competences and resources from national associations to the European organization and the integration of Japanese and Korean firms into the European association. Philips analyzes the behavioural attributes of customers and psychodynamics in different countries and focuses on their preferences.

Cooperation with world leader in their specific businesses enables Philips to rapidly expand its portfolio of appealing consumer products and services.

With the combination of seven European telecom partners in all – Telefonica, KPN, British telecom, Belgacom, France telecom, Telecom Italia and T-com – Philips will be able to target a growing base of over seven million consumers in largest European markets.

“Let's make things better” provides a strong, instantly recognizable campaign platform for all Philips products.

New Global Thinking :

Philips has laid down new prepositions to reap better competitive gains and strengthen their marketing by building new strategies that help increase the pace of innovation in the face of stepped – up competition by commodity players, and breaks down the current organizational structure of customer electronics companies and focus on more flexible product development and manufacturing by emphasizing on sales, marketing with a spirit of cooperative competition. However, the company relies on alliances and partnerships to expand the customer electronics market beyond its boundaries into new categories to address the changing lifestyle needs of consumers.

Consumers, in general, do not express their deep concern about how technology works, but they intend to buy solutions that enrich their lives. More than the highest quality or lowest prices global consumers demand honesty and respect from retailers and brand manufacturers.

Questions :

- What are the major attributes of Philips in enhancing its performance? (05 Marks)
- What was the reason behind centralization, experienced in European countries, for consumer electronics? (05 Marks)
- What are the new plans the company has for gaining the competitive advantage? (05 Marks)
- What strategy the company has in mind to provide telecom services in Europe? (05 Marks)

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