

A

(Printed Pages 7)

Roll. No. _____

MS-3091

M.B.A.(Semester-IV) Examination, 2015
INTERNATIONAL MARKETING
(mm-412)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No.1 is compulsory. In addition attempt one question from each Unit, carrying 10 marks each.

1. Read the following case and answer the questions given at the end:

Balsara Hygiene Products Ltd. Which had some fairly successful household hygiene products introduced in 1978 a toothpaste, Promise, with clove oil (Which has been traditionally regarded in India as an effective deterrent to tooth decay and tooth ache) as a unique selling Proposition. By 1986 Promise captured a market share of 16 per cent and became the second

P.T.O.

(2)

largest selling toothpaste brand in India. There was, however, an erosion of its market share later because of the fighting back of the multi-nationals. Hindustan Lever's Close-up gel appealed to the consumers, particularly to the teens and young, very well and toppled promise from the second position.

Supported by the Export Import Bank of India's Export Marketing Finance (EMF) programme and development assistance, Balsara entered the Malaysian market with Promise and another brand of tooth paste, Miswak.

The emphasis on the clove oil ingredient of the Promise evoked good response in Malaysia too. There was good response to Miswak also in the Muslim dominated Malaysia. Its promotion highlighted the fact that Miswak (Latin name: Solvadora Persica) was a plant that had been used for centuries as a tooth cleaning twig. It had references in Koran. Quoting from Faizal-E-Miswak, it was pointed out that prophet Mohammed used

(7)

(c) Marketing mix decisions

(d) Marketing organisation decision

Breifly discuss the criterion and process involved in making each kind of decision stated above. 10

9. (a) What are the various factors you will take into account in selecting an advertising agency for international advertising? 5
- (b) What do you understand by overseas market research? Discuss the role of overseas marketing research in determining international policies. 5

(4)

users of homeopathic medicines. So a product free of such mints was developed. Auromere Fresh mint for the young and Auromere Cina Mint containing a combination of cinnamon and peppermint were also introduced. When the company realised that Auromere was not doing well in Germany because of the foaming agent used in the product, it introduced a chemical free variant of the product.

- (a) Explain the environmental factors which Balsara used to its advantage. 10
- (b) What is the strength of AII to market ayurvedic toothpaste in USA? 10
- (c) Discuss the implications of product customisation as attempted in the case of Auromere. 10

Unit-I

2. (a) Define international marketing. How does it differ from domestic marketing? 5
- (b) How do cultural, economic and political factors affect the environment for international marketing? 5

(5)

3. (a) Discuss the impact of international trade on the economic development of a country. What motivates people to encourage or discourage international trade in a country like India? 5
- (b) How do the nations gain by trading with each other? Explain clearly with special reference to both the developed and under-developed countries. 5

Unit-II

4. (a) What are the various functions of Export Promotion Councils? 5
- (b) What are the functions of commodity boards? How are they helpful in international marketing? 5
5. (a) What are the different types of public sector trading agencies? Discuss in brief. 5
- (b) Explain the role of ECGC in export promotion. 5

(6)

Unit-III

6. (a) How is foreign trade generally financed and what problems are faced in this respect in developing countries? Discuss with special reference to India. 5
- (b) Name and shipping documents required to be submitted along with the documentary letter of credit. 5
7. (a) How would you process an export order? Explain the various steps. 5
- (b) You wish to export a product manufactured by your firm to a prospective buyer in Sri Lanka. What procedure would you adopt for claiming the refund of duties etc., from the Government of India? 5

Unit-IV

8. Following are some of the important decisions a company is generally required to make in order to conduct export business:
- (a) Market selection decisions
- (b) Market entry and operating decisions

(3)

"miswak before sleeping at night and after awakening." The religious appeal in the promotion was reinforced by the findings of scientists all over the world, including Arabic ones, of the antibacterial property of clove and its ability to prevent tooth decay and gums.

Market intelligence revealed that there was a growing preference in the advanced countries for nature based products. Balsara tied up with Auromere Imports Inc. (AI). Los Angeles. An agency established by American followers of Aurobindo, and Indian philosopher saint. Eight months of intensive R&D enabled Balsara to develop a tooth paste containing 24 herbal ingredients that would satisfy the required parameters. Auromers was voted as the No. 1 toothpaste in North Eastern USA, in a US Health magazine survey in 1991.

The product line was extended by introducing several variants of Auromere. A saccharine free toothpaste was introduced. It was found that mint and menthol were taboo for