

School of Business

MBA
ETE - May 2023

Time : 3 Hours

Marks : 50

Sem IV - MBMK6006 - International Marketing

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Discuss difference between international and domestic marketing. K2 CO1 (2)
2. Classify the various sources of secondary data which is required in international marketing Research. K2 CO2 (2)
3. Examine how the global supply chain functions of (a) logistics and (b) purchasing can be used to strategically leverage the global supply chains for a manufacturing company producing mobile phones. K4 CO3 (2)
4. You are a marketing manager of a textile company that is looking to venture into international business. The country you want to target first is the UK. You want to start by exporting to UK. What environmental factors would you keep in mind and how would you analyse the business environment of the UK? K4 CO4 (2)
5. Describe the objectives of Foreign Trade Policy 2023. K4 CO5 (2)
6. Show the international operations is much more complex than domestic. Justify with example. K4 CO1 (5)
7. Compare the Challenges are more in International Marketing Research than Domestic Marketing Research. Support the answer with example. K4 CO2 (5)
8. As a newly appointed Export Manager in a cosmetic manufacturing company, you have been asked to visit and workout international marketing plan for Oman and Saudi Arabia. Evaluate the impact of culture on your business plans. K5 CO5 (6)
9. **BMW: Marketing Subsidiaries in Foreign Markets**
BMW is a German manufacturer of high-quality motor cars, About half of its sales are in the German market, with the other half from exports. In reappraising its markets and distribution strategy both in Germany and abroad, the company believed that its multiple layers of distribution were causing inefficiencies in its marketing efforts.
BMW Germany
Originally, BMW had a dual distribution system in Germany. It employed a strong wholesaler system along with direct distribution by BMW to large dealers. This system seemed to work effectively because BMW's market share in Germany doubled in 10 years. However, the company found share competitive distortions with this dual approach. For example, the wholesalers that received the same commission for wholesale transactions as for retail sales had gone into direct competition with retailers. The larger direct dealers sometimes sold more than the wholesalers but received the smaller dealer discount. The problems arising from BMW's distribution strategy caused the company to abolish its German wholesaler network. BMW expanded its direct dealer system to replace the business formerly handled by the wholesalers.
BMW Abroad
The company was planning to initiate a more direct selling method in its foreign markets as well as at home. It realized the need for care in order not to disturb existing import channels. However, the company believed that it was desirable to replace the present independent importers in foreign markets with company-owned marketing subsidiaries. The independent importers buy the cars from Germany and then resell to accredited dealers --- who sell them to the public. In moving to company-owned marketing subsidiaries, BMW was following the international marketing approach of Volkswagen and Daimler-Benz (with Mercedes). One of the major arguments presented for going direct was that BMW could save the 15 percent commission the company paid to its importer distributors in foreign markets.
France
In line with its new policy of more direct distribution in foreign markets, BMW formed its first marketing subsidiary in France. BMW Import SA replaced the former independent French importer (which had been called BMW France but now was renamed SFAM France). SFAM France continued to sell BMW cars to consumers through its retail outlets in Paris and in the provinces. Sales to dealers henceforth were made only by BMW Import SA, the company's wholly owned marketing subsidiary. This seemed to be successful in France.
United States
In implementing its new direct marketing approach in the U.S. market, BMW faced two alternatives. It could either take-over its present U.S. importer-distributor or establish a new and separate BMW marketing subsidiary as in France. The company wondered which of these alternatives would be best for the important U.S. market. BMW had about 250 dealers in the United States.
Questions:-
a) Do you see any disadvantage for BMW in going to direct distribution in foreign markets?
b) What advantages might the company realize by operating through its own marketing subsidiaries?
c) In marketing the decision for the U.S. market, what questions would you ask? What variables would you consider?

- 10.** Critically discuss the dilemma between standardisation and adaptation for product strategy. K5 CO4 (8)
Support your answer using suitable examples of a firm that has been successful with a relatively standardised product and one that has to adapt..
- 11.** Recommend the international Marketing Plan for the below mentioned products and provide K6 CO5 (8)
positioning messages for the foreign market of your choice.

1. TV 2. washing Machine 3. Watches