MB-124B

Sl.No. : **Total No. of Pages : 3**

Fourth Semester M.B.A. Degree Examination, June - 2023

(Non CBCS) (SLM Scheme)

MANAGEMENT

International Marketing (Elective - B)

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Q1) Answer any Five Sub-questions. Each sub question carries 3 marks. **[5×3=15]**

a) Define international marketing with an example.

b) What is Balance of trade?

c) What are tariff and Non-tariff barriers?

d) What are cartels?

e) Define International market research.

f) What is transfer pricing?

g) What is ECGC?

SECTION - B

Answer any four questions. Each question carries 5 marks. **[4×5=20]**

Q2) What are international marketing decisions.

Q3) Discuss the impact of political environment on international marketing?

Q4) Describe the regional trading Blocks of ASEAN and SAARC.

Q5) Explain the importance of export houses in India.

Q6) What are intermediaries in distribution?

Q7) What is pre and post shipment credit?

SECTION - C

Answer any three questions. Each question carries ten marks. **[3×10=30]**

Q8) Explain the market entry strategy of international marketing companies.

Q9) Explain impact European union on international marketing in detail.

Q10) Describe briefly the various international pricing methods followed by MNN's.

Q11) Discuss the recent foreign trade policy of India.

Q12) Explain Indian MNC's in host country with collaboration with rivals.

SECTION - D

Q13) Case (Compulsory) **[1×15=15]**

Prefabricated houses are not new. 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 image. 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. Yet, for housing the negative image is quite overwhelming.

In Japan, where land and housing costs are outrageous, prefab houses are a necessity to many. One Japanese firm that has acquired technical know-how in manufacturing prefab houses is Misawa Homes. One of its popular 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 two 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

1) Do you think that such prefab houses as House 55 can gain consumer acceptance in the United States and Europe?
2) Even supposing the absence of U.S. consumers' negative reactions, are there any factors that pose no problem in Japan and yet would create difficulties in the United States?
3) What should be Misawa's strategy to enter over seas markets with the product?

