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INTERNATIONAL MARKETING MANAGEMENT

Case-1 : The use of the marketing mix in product launch

Answer the following questions:

1. Describe what is meant by a business being 'consumer led'.
2. What are the key parts of the marketing mix? Explain how each works with the others.
3. Explain why the balance of the marketing mix is as important as any single element.
4. Analyse the marketing mix for NIVEA VISAGE Young. What are its strongest points? Explain why you think this is so.

Case-2 : SWOT analysis in action at Škoda

1. What was the key weakness that Škoda was able to identify?
2. What strength did Škoda use to turn its brand weakness into an opportunity?
3. How has Škoda strategically addressed external threats?
4. What in your view are the important benefits of using a SWOT analysis

Case-3 : Marketing strategy for growth

1. What is the difference between primary and secondary research? Identify one example of primary and secondary research carried out by Wilkinson.
2. Explain why Wilkinson needed a marketing strategy to help them to grow.
3. Evaluate the benefits of the marketing campaign to Wilkinson.
4. Analyse how effective the marketing campaign was in helping Wilkinson respond to competitive pressures.

Case-4 : Extending the product life cycle

1. Using current products familiar to you, draw and label a product life cycle diagram, showing which stage each product is at.
2. Suggest appropriate aims and objectives for a small, medium and large business.
3. Consider the decision taken by Kellogg to opt for product development. Suggest a way in which it could have diversified instead. Justify your answer.

INTERNATIONAL MARKETING

1. How does a company decide whether it should enter international markets or not? Is it always beneficial to enter foreign markets? Can companies shun

international markets and still survive?

2. What are the most critical factors that determine success in global markets? Explain those taking suitable examples.

3. Take a stand on the following:

A company should serve different country markets with standard offerings

OR

A company should serve different country markets with customized offerings Justify your stand.

Also advice how the company could take a decision on the above stated issue.

4. Discuss on the distribution structure that is used in a foreign market and indicate how does a company decide such a distribution structure?

5. "To gain competitive advantage, a global company has to leverage its competencies from all the locations where it has operations". Critically analyze this statement

6. Elaborate on the Marketing Mix decision with regard to an international Market. Substantiate your views by appropriate examples.

7. Briefly explain the term Global Brand? How does a brand attain the status of Global brand? Explain with suitable examples.

INTERNATIONAL MANAGEMENT

Question :

1) Discuss the typicalities of Chinese Industrial system vis-à-vis the Western/global Industrial system.

2) Where does the Chinese system fault?

3) Is over production and mis-match in marketing leads to poor prices of Chinese products in the International market?

4) If you are offered, views as a top consultant, what would you like to suggest the Chinese Government and industry. Give your reasons.

Questions

1. What is the difference between American production policy and Japanese production policy?

2. Where the Japanese Excel?

3. In quality control of Toyota what do you observe?

4. Can Japanese, be really leader in auto production and marketing, all over the world? Justify your moves.

QUESTIONS

1. Describe the ways in which international business has an impact on your life.
2. Pick an Indian corporation with which you are familiar and analyse the reasons why it might be motivated to expand its internationalism.
3. What sorts of adjustments might McDonald's have to make in its operations in India?
4. What do you believe India must do to improve its international competitiveness?
5. How do you perceive your managerial career will have an impact by the phenomenon of international business?

QUESTIONS:

1. Describe some recent changes in your life or in your community that reflects the world's shift from the West to the East.
2. What factors would you suggest are behind the shift from the West to the East?
3. Did Japanese management style evolve from the Japanese culture, or did Japanese culture evolve from Japanese management style?
4. Describe the business-government ties that result in Japanese trade barriers.
5. Which of the Four Tigers of Asia do you believe has the greatest potential for long-term economic growth? Why?
6. What must China do to realise the magnitude of economic success earned by the Japanese?
7. Outside of Singapore, which of the other ASEAN nations holds potential for economic success? Why?

Case -5 (10 Marks)

1. Discuss the advantages and disadvantages of the various forms of departmentalization?
2. What are the strengths and weaknesses of a bureaucratic organisation?
3. How does downsizing make firms more competitive in the global arena?
4. Compare and contrast bureaucratic control with clan control. Which is better?
5. Discuss the strengths and weaknesses of budgeting?
6. How can a manager make control systems more effective?

Political Risk Assessment and Euro Disney

QUESTIONS

1. Describe the major conflicts that arise between the host country and the MNC.
2. Discuss the major conflicts that arise between the home country and the MNC.
3. What role does ideology play in the manifestation of political risk?
4. Evaluate both the good and bad features of international law as it impacts international business.
5. Speculate the main reasons behind the various forms of host country intervention?
6. Give recent examples of international situations in which MNCs have been at severe risk due to host country Instability?
7. Review the various forms of protection from political risk that are available to MNCs?

International Trade

1. What is international Business? Explain nature of international business.
2. Explain theories of global trade and investments.
3. Explain political and technical environments in Europe and its effects on Global trade.
4. How does the cultural environment in a country affect on global trade? Explain with suitable example.
5. Explain the role of international strategic management.
6. Explain the significance of technology transfers in global trade.
7. Write a detailed note on international marketing.
8. Explain the role of international financial management in global trade.
9. What are the different ways of financing foreign trade?
10. What are different international strategic alliances? Explain with the help of examples.

International Business

1. Do a SWOT analysis for Wipro in the Indian market context and discuss the appropriateness (or otherwise) of its domestic strategy.
2. Are Wipro's forays into the international markets with respect to entry, mode, etc. right? If not, what are the alternatives you would suggest?
3. How can Wipro's corporate strategy be kept flexible enough to adapt to increasing competition and changing realities?

4. Attempt a 'technology road map' for Wipro for the next five years Chart a course of strategy w.r.t. markets, which the company can adopt.

- 1) In what way has operations management let competitive advantage to Li & Fung?
- 2) How effective is Li & Fung's value chain configuration? Ineffective? Discuss.
- 1) Is gross domestic product per capita a useful indicator of International competitiveness in the EU?
- 2) Is it fair to point the blame for the EU's poor international competitiveness at inflexible labour markets, regulated goods and services markets, and a general lack of competition? What alternative explanations might be suggested?
- 3) What appears to be the problem with the EU's banking sector?
- 4) Is the number of patents registered a useful indicator of superior International competitiveness? Why do you think the USA does well in this area?
- 5) Should the EU consider more targeted intervention in the form of subsidies or strategic trade policy?

1. What strategy was Unilever pursuing before its early 1990s reorganisation? What kind of structure did the company have? Were Unilever's strategy and structure consistent with each other? What were the benefits of this strategy and structure? What were the drawbacks?
2. By the 1990s, was there still a fit between Unilever's strategy and structure and the operating environment in which it competed? If not, why not?
3. What kind of strategy and structure did Unilever adopt in the 1990s? Is this appropriate given the environment in which Unilever now competes? What are the benefits of this organisational and strategic shift? What are the costs?

INTERNATIONAL BUSINESS

a) What was the critical catalyst that led Kodak to start taking the Japanese market seriously?

(b) From the evidence given in the case do you think Kodak's charges of unfair trading practices against Fuji are valid? Support your answer.

1 Which company is truly Multinational ? Why?

2 List three differences between Company , Multi National company and Trans Multi National Company ?

(a) Explain why MNCs have located R & D centres in developing countries?

(b) Mention the areas where R & D activities can easily be decentralised.

VK Ltd a multi-product Company, furnishes you the following data relating to the year 2000.

First Half of the year Second Half of the year

Sales Rs. 45,000 Rs. 50,000

Total Cost Rs. 40,000 Rs. 43,000

Assuming that there is no change in prices and variable costs and that the fixed expenses are incurred equally

in the two half years periods calculate for the year 2000.

1. The Profit Volume ration

2. Fixed Expenses

3. Break-Even Sales

4. Percentage of margin of safety

5 marks each

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