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SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**MBA II Year II Semester Regular & Supplementary Examinations May 2019**
INTERNATIONAL MARKETING

Time: 3 hours

Max. Marks: 60

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 Discuss the different elements of international market environment. 10M

OR

2 Discuss the different elements of international market environment. 10M

UNIT-II

3 What is domestic purchasing? Discuss in detail. 10M

OR

4 Give a brief notes on foreign manufacturing strategies with direct investment. 10M

UNIT-III

5 Give notes on product management and explain the features and levels of product? 10M

OR

6 Define new product With various scope and categories of new products in international market. 10M

UNIT-IV

7 Which Factors are influencing choices of channels in international market? 10M

OR

8 Discuss order processing methods in international market. 10M

UNIT-V

9 Discuss the EXIM policy of India. 10M

OR

10 What are the Challenges faced by the international marketer at export marketing? 10M

SECTION – B

(Compulsory Question)

11. Case Study**1 x 10 = 10 Marks****Abstract:** The case let looks into the operations of Amazon.com, the initiator of online shopping. It analyzes the strategies implemented by Amazon, the virtual store, to stay ahead of competition and focuses on how Amazon alters features of e-shopping to add to the customer's convenience.**Issues:**

Amazon.com-the first online shopping store

Amazon-Ahead of competitors

Can Amazon increase the customer base while retaining loyal customers?

How Amazon makes its website alluring to online shoppers.

Introduction: Amazon.com (Amazon), the pioneer in online shopping has seen its sales grow through the years. According to a Fortune report, Amazon's competitors like Barnes & Noble had been making efforts to imitate the features of Amazon's website but were not able to capture the market as efficiently as Amazon did. This was evident from the sales figure of Barnes & Noble, which stood at \$425 million in 2003 as against \$5.26 billion of the Amazon for the same year. Launched in 1995, Amazon had the advantage of being one of the first online shopping sites. In the first month of its operations, Amazon shipped books to 45 different countries. In May 1997, Amazon became a public limited company. Between 1997 and 2001, Amazon's revenue grew from \$147 million to \$3.1 billion. It offered a wide variety of products to its customers...**Questions for Discussion:**

1. Discuss the various features on Amazon's website which helped it to retain and increase its customer base over the years.
2. Do you think Amazon can sustain the competition due to its first mover advantage in the business? Justify your answer.

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