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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

MBA II Year II Semester Regular Examinations September 2020

INTERNATIONAL MARKETING

Time: **3 hours**

Max. Marks: **60**

SECTION – A

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

UNIT-I

1 What is International Marketing? Explain the scope and features of international marketing? **10M**

OR

2 Discuss the challenges faced by international sellers. **10M**

UNIT-II

3 What is exporting? Discuss the factors to be considered in export process. **10M**

OR

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

UNIT-III

5 Discuss the concept and importance of international product positioning. **10M**

OR

6 Write the purpose of branding in international market. **10M**

UNIT-IV

7 Give a brief account on international marketing channels. **10M**

OR

8 How do you manage challenges in international distribution strategy? **10M**

UNIT-V

9 Explain the role of export marketing in international market? **10M**

OR

10 Outline the latest EXIM policy (2015-2020 EXIM policy) of India. **10M**

SECTION – B

(Compulsory Question)

11

1 x 10 = 10 Marks

KFC, a fast - food operator, faced immense resistance from some politically active consumer groups when it opened its operations in India. One group proclaimed that opening KFC outlets in the country would propagate a "junk-food" culture. Others proclaimed that this way " the return of imperialistic powers" and was an attempt to "Westernize the eating habits" of Indians Overzealous local authorities in the city of Bangalore used a city law restricting the use of MSG (a food additive used in he chicken served by KFC) over a certain amount as a pretext for temporarily closing down the outlet, despite the fact that the authorities did not even have the equipment to measure the MSG content in the proportions stated in law. In the capacity city of New Delhi a KFC outlet was temporarily closed down because the food inspector found a "house-fly" in the restaurant. Both of these issues got resolved through hectic consultations with these consumer groups and through legal orders issued protecting the interests of the outlets.

(a) In view of the above situation, critically examine the impact of social and political environment on a firm's operation in international markets.

(b) After completion of your MBA from IGNOU, suppose you have been appointed Country Manager (Indian Operations) in KFC, what steps would you take to cope up with the situation?

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