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MIBS 504

Third Semester M.B.A. (IB) Degree Examination, December 2018
INTERNATIONAL BUSINESS
International Marketing Management

Time : 3 Hours

Max. Marks : 70

Note : Answer *all* questions.

SECTION – A
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. Discuss the scope and significance of international marketing.

SECTION – B

Note : Answer **any five** questions. **Each** carries **8** marks. Answer to **each** question should **not** exceed **five** pages. **(5×8=40)**

2. Explain the barriers in International Marketing. Suggest methods to overcome these barriers.
3. Discuss the various tariff and non-tariff barriers in International Trade.
4. Explain the importance of planning in International logistics.
5. Discuss how a firm can successfully leverage Total Quality Marketing.
6. Explain the various challenges in Global Online Marketing.
7. Describe the various promotional strategies used in International markets.
8. Explain the various ethical challenges in international marketing.
9. Describe various regulatory framework available to counter dumping.

P.T.O.



SECTION – C

Note : Answer to the question should **not** exceed **five** pages.

(1×15=15)

10. Krish Iyer took charge of Walmart India's operation in 2013. He had many challenges ahead of him. The company had to end its joint venture with Bharti and there were allegations against many senior executives regarding serious bribery scams. The future of its retail business seemed uncertain given the lack of clarity in FDI norms.

Four years later, though consistent efforts each of Walmart's stores have turned profitable at the store level. Walmart has 20 such cash and carry stores across India. The Company is expected to launch 50 stores in India by 2021 with an additional investment of \$ 500 million.

The Company has launched the first of its fulfillment centre in Mumbai, an improvement in cash and carry model which focuses exclusively on FMCG products and staples. The company is also betting big on scalable market opportunities.

Questions :

- 1) What is Walmart's global entry strategy ?
 - 2) What do you think about the future of Walmart in India ?
 - 3) How do you think Walmart is adapting to local Indian culture ?
 - 4) Explain the role of Government in creating a favourable global business environment.
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