K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: *PGDM-Marketing (Batch2016-18), Trim-V*
Subject: International Marketing
(End Term Examination)

Maximum Marks: 50
Duration: 3 hours   **Date: 3rd Jan 2018**
Instructions
1. **Question 1 is compulsory.**

2. **Attempt any TWO from rest of the questions.**

Q1. Analyze the case study "Yushan Bicycles: Learning to Ride Abroad" and answer the following questions: (30 Marks)

A. What is the cause of tension between Yushan Austrailia and Yushan Headquaters?
B. What are Yushan's motivation for expanding internationally? How successful has been its strategy in Asia, Europe and Oceania?
C. What objectives do Yushan and YA share? What are the key points of divergence?

Q2: What are the causes for Price escalation in international markets? Explain with suitable examples. **(10 Marks)**

Q3. Give reasons for following statements: (Any 1)   (10 Marks)

A. A quality issue of growing importance the world over is Sustainability. State some of the initiatives by global brands for Sustainability.

B. Countertrade is a form of Pricing.

C. Discuss Protective and Promotional aspects of Packaging.

Q4. Titan Company is a manufacturing company that produces India's largest and best-known range of personal accessories — watches, jewellery, sunglasses and prescription eyewear. *Titan Watches* : The four main watch brands include Titan for the mid-premium segment, Fastrack focused on the youth and trendy fashion space, Sonata for the mass market and Xylys for the premium market.

It has finally wound up its European operations after suffering losses of Rs 110 crore in the continent during the last decade. It had to compete with European popular watch companies like Bremont, A. Lange & Söhne, or Omega.

Devise a strategy for Titan Watches to combat the Provenance paradox in European Market? (10 Marks)

Q5. Short Notes **(Any One)** (10 Marks)
a) Trade Barriers
b) Parallel Imports
c) International Product Life Cycle
d) Glocal

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