

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM EXECUTIVE

Subject: GLOBAL MARKETING
(SECTION A)

Maximum Marks: 35

Duration: Total (Section A & B) 3 hours

Date: 18th March 2017

Note: 1) Start a new question on a new page

2) Main Question and sub-question(IF ANY) must be attempted together with the same Question OR IT WILL NOT BE EVALUATED.

3) Specify assumptions wherever necessary

4) Marketing logic is important when attempting every Question.

5) ALL QUESTIONS ARE COMPULSORY AND MARKS ARE GIVEN ALONGSIDE EACH QUESTION

- 1) Adaptation and Standardization is the recurring theme in all Global Marketing decisions. With this theme in mind amplify on the analysis of ‘Different degrees of product newness ‘ to company and International markets with varying degrees of risk involved. Analyse this theme in context to McDonalds ‘Glocal’ strategy (10 marks)
- 2) What are the advantages and disadvantages of Global Price Contracts (GPC) to the customer and supplier. Should Star Auto Ancillary Ltd- the largest Indian auto axel manufacturer follow a Global Price Contract strategy for Renault Motors of France? (10 marks)
- 3) Discuss “Adopt, Adapt, Create” Strategy followed by FCB in their Global Advertising strategy. Fair & Lovely is going global in their marketing activities. Fair skin is a global truth for people having dark skin colour. What creative strategy for advertising should Unilever suggest to their advertising agency Mullen Lowe Global for their Advertising Strategy in Sri Lanka? Why?(10 marks)
- 4) In the home study video given amplify the Importance of Culture as indicated by Prof Michael Czinkota of Georgetown University? (05 marks)

Section II

Max Marks : 15

Note: Both The Questions are compulsory and Q1 carries 10 marks & Q2 carries 5 marks

Q1. Explain briefly the following terms and their strategic significance for a company’s global marketing strategies.

1. Gulf Cooperation Council (GCC)
2. Common Market
3. A Country’s balance of payments

4. Civil Law Systems
5. Hofstede's cultural typology
6. Low context culture
7. Basket Cases
8. Purchasing power parity
9. Foreign Corrupt Practices Act (FCPA)
10. UNCITRAL

QII. Using the relevant diagram explain Michael Porter's Diamond Theory & its relevance for a company's Global Marketing Strategies. What are the limitations of this theory?

State & explain briefly any three recommendations each Michael Porter makes to government of countries and to companies for enhancing their Global Competitiveness. Explain clearly the strategic rationale for each of these six recommendations made by you:

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