

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

Program: PGDM-International Business (Batch2017-19), Trim-IV
Subject: International Marketing
(End Term Examination)

Maximum Marks: 50

Duration: 3 hours

Date: 21st Sept 2018

Instructions

- 1. Question 1 is compulsory.**
- 2. Attempt any TWO from rest of the questions.**

Q1. Analyze the case study ‘Harmonie water: Refreshing the world Naturally’ and answer the following questions: (30 Marks)

Questions:

- Is Harmonie a global brand? Why? Why not?
- What factors should Comeau consider in deciding how much Harmonie’s brand identity and communication be standardized or customized?
- What advertising and brand positioning strategy Harmonie can follow in order to succeed in the Indian Market?

Q 2: C.K Prahalad and his associates introduced a new concept into the discussion of developing countries and markets-bottom-of-the-pyramid markets (BOP)- consisting of 4 billion people across the globe with annual income of less than \$1200. These consumers have been ignored by international marketers because of misconceptions about their lack of resources(both money and technology) and the lack of appropriateness of products and services usually developed for more affluent consumers.

How this dearth of attention is now changing? List the firms who are servicing BOP markets. **(10 Marks)**

Q 3. Explain the following statements with suitable examples: (Any 1) (10 Marks)

- “More than tolerance for alien culture is required; there is a need for affirmative acceptance of the concept ‘different but equal’ ”.
- Countertrade is a form of Pricing.
- In Less Developed Countries, advertising is often viewed as misleading, deceptive and wasteful.

Q 4. Natura Brasil is Brazil's number 1 cosmetics manufacturer, and the country's leader

in the direct sales sector. Natura was founded in 1969 by Antonio Luiz Seabra (now a billionaire) as a door-to-door business. Based in Cajamar, São Paulo, the company employs around 7000 staff in seven countries: Brazil, Argentina, Chile, Mexico, Peru, Colombia and France. Using the sustainability argument, the company transformed the image of cosmetics from futile and dispensable into necessary products, able to connect people with Nature, with themselves and with the small farmers from Amazon that grow the nuts and plants used for the production of their shampoos, soaps and moisturizers.

That way, the brand is strongly associated with the preservation of the environment, using only inputs of plant origin, investing in the family agriculture, reforestation projects, cardboard packaging, refills among other green initiatives. In Asian markets French and American cosmetics brands like L'Oréal, Avon, Revlon are popular choices.

How can 'Natura' overcome provenance paradox in Asian Markets? (10Marks)

Q 5. Short Notes (Any One) (10 Marks)

- a) Parallel Imports
- b) Protectionism
- c) Product Components for adaptation

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