

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

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

**Maximum Marks: 50**

**Duration: 3 hours**

**Date: 20/09/2017**

**Instructions**

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

**Q1. Analyze the case study ‘Netflix in India: The Way Ahead’ and answer the following questions: (30 Marks)**

**Questions:**

- How should Netflix analyze differences between India and its other markets while crafting strategies for Indian Consumers?
- Identify the competitors of Netflix in India, what are the factors that affect their competitiveness?
- What content and partnership strategy should Netflix follow in order to succeed in the Indian Market?

**Q 2: What are the causes for Price escalation in international markets? Explain with suitable examples. (10 Marks)**

**Q 3. Give reasons for following statements: (Any 1) (10 Marks)**

- One of the ramifications of emerging markets is creation of middle class.
- Countertrade is a form of Pricing.
- In Less Developed Countries, advertising is often viewed as misleading, deceptive and wasteful.
- Inclusive capitalism is successful in making a profit while helping to contribute to the eradication of worldwide poverty.

**Q 4.** In 1996 in the WTO Committee on Technical Barriers to Trade, the U.S. and Canadian governments raised the argument that even the voluntary labeling of products as environmentally friendly is a technical regulation that should be scrutinized under TBT.

Eco-labeling in a broad sense involves a certification that a product meets certain environmental or social criteria of concern to consumers. It can be mandatory or voluntary, public or private. In the U.S., the energy-efficiency ratings for appliances, fair-trade designations for coffee, and the former "Dolphin Safe" label on tuna cans are common examples. The Europe Union has had a voluntary eco-labeling program since 1992.

The U.S. position was based primarily on a proposal by a U.S. industry coalition to severely restrict eco-labeling. In more recent disputes, the EU's country-of-origin labels ("Made in France" for example) have also provoked U.S. criticism as restrictions of trade.

**Do you agree/disagree that 'Eco Labeling' or 'country of origin' label restrict trade especially from less developed countries? (10Marks)**

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

- a) Provenance Paradox
- b) Parallel Imports
- c) International Product Life Cycle
- d) Glocal

-----End of Paper-----