

Trimester: January 2024 - April 2024 Examination: End term Examination		
Program code: 08 Program: MBA Exec 2023-24	Class: FY	Trimester: II (SVU 2022)
Name of the Constituent College: K. J. Somaiya Institute of Management	Name of the department/Section/Centre: Marketing and International Business	
Course Code: 217P08C204	Name of the Course: Country Analysis and Global Marketing	

Maximum Marks: 50

Date: 28-03-2024

Important Instructions: Please attempt both section A and Section B in two different answer sheets.

SECTION A- Country Analysis

- 1. Question No. 1 is compulsory.**
- 2. Answer any 2 questions from Question 2 to Question 4.**

SECTION B – Global marketing

- 1. All questions are compulsory.**

Question No.		Max. Marks
Q 1	Write Short Notes on any two of the following: a) Bill of Lading and its various types b) Grey Markets c) Counter trade. d) FOB vs CIF.	05
Q2	Patanjali Ayurved Limited is a leading manufacturer and exporter of Herbal & Natural products including Health Supplements, Cosmetics, Food, Processed Food, Beverages, and Personal & Home Care products. The company products are today available in many overseas markets, helping people move towards a healthier and more natural lifestyle. Elaborate on the various environmental factors which Patanjali must keep in mind while entering a market like UAE.	10
Q3	Evaluate the various modes of foreign market entry strategies. Suggest a suitable foreign market entry strategy for ANY ONE of the following. Justify your answer.	10

	<p>1. A readymade garment small scale Indian Manufacturer willing to enter US market.</p> <p style="text-align: center;">OR</p> <p>2. An internationally reputed fast-food chain – Quick Service restaurant (QSR) willing to enter Indian Markets. What are some of the things that you should keep in mind while entering?</p>	
Q4	As a first-time exporter of herbal cosmetics India to Myanmar, evaluate the various modes of payments that may be adopted by exporter exporting to Myanmar. Which modes of payment would you prefer and why?	10

SECION B

Q1	“When going global Product Development and Management is the critical first stage of continuing success in Global Marketing”. Discuss in the light of the case study discussed in class “Mahindra & Mahindra: Creating Scorpio” and relating to concepts vital for success such as EDAM, GVC, Crunching product to market time, Building Deep Supplier Relationships and other concepts discussed in class.	10
Q2	Define and elaborate on the Japanese form of distribution and retailing and its pros and cons.	05
Q3	FCB’s Adopt, Adapt, Create Strategy of Global Advertising.	05
Q4	<p>Write Short Notes on: (Any 2)</p> <p>A. McDonalds Global Marketing Strategy</p> <p>B. Coke’s pricing strategy across various need and occasion states.</p> <p>C. Management insights from Emerging Markets.</p>	05