

Total No. of Printed Pages : 3  
Total No. of Questions : 10



MBAS 556

Sl.No. : 0087

**IV Semester M.B.A. Degree Examination, May 2018**  
**BUSINESS ADMINISTRATION**  
**International Marketing Management**

Time : 3 Hours

Max. Marks : 70

**SECTION - A**  
**(Compulsory)**

Sri Dharmaswata Mangalatheshwara  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
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Note : Answer to the question should not exceed Six pages. (1 × 15 = 15)

**Q1)** Examine the influence of marketing environment on the selection of distribution channels for international marketing.

**SECTION - B**

Note : Answer any five of the following questions. Each question carries 8 marks.  
Answer to the question should not exceed five pages. (5 × 8 = 40)

**Q2)** Explain in detail the stages through which an export transaction has to pass.

**Q3)** "Credit is a major weapon of international competition, but it involves risks"  
Describe this statement suggesting how these risks can be reduced.

**Q4)** Explain the role of multinationals in international marketing.

**Q5)** Explain the objectives and functions of EXIM bank.

**Q6)** Enumerate the factors to be considered while designing a product for international market.

**Q7)** Explain the types and effect of non-tariff barriers.

- Q8)** Describe the significance of the different methods of quoting the price of a product to the foreign buyer.
- Q9)** Name any three important export promotion organisations established in India and describe their main functions.

**SECTION-C**

**(Compulsory)**

Note : Answer to the question should not exceed six pages.

**(1 × 15 = 15)**

**Q10) Case Study:**

McDonald's Corp. is often used as an example of Americanism (and globalization) owing to its strict quality control and worldwide success. The company has highly detailed specifications and rules that must be strictly followed. In England, its high standard for coffee aroused the ire of a British coffee supplier, and the company built its own plant when it could not get quality hamburger buns. McDonald's provides assistance to Thai farmers for cultivation of Idaho russet potatoes. When suitable supplies are unavailable in Europe, the company does not hesitate to import French fries from Canada and pies from Oklahoma.

As reported by *Advertising Age*, *The Wall Street Journal*, and *Direct Marketing*, the company, however, permits some degree of flexibility and creativity on the part of its franchisees. In Southeast Asia, it serves durian-flavored milk shakes made from a tasty tropical fruit whose aroma is acceptable to Asians but is considered foul by westerners. Coconut, mango, and tropic mint shakes can be found in Hong Kong.

Menu changes are also necessary in Europe. McDonald's sells near beer, which does not require a liquor license in Switzerland, and chicken on the Continent (to head off KFC). McDonald's on the Champs Elysees offers a choice of vin blanc or vin rouge, and the coffee comes in a Tiny cup with about half-dozen spoonful of very strong black coffee. In England, tea is available and will have milk in it unless black tea is ordered.

McDonald's Australia outlets formerly offered mutton pot pie; outlets in the Philippines, where noodle houses are popular, offer Mc Spaghetti. Likewise, in Mexico, McDonald's offers the Mc Pollo chicken sandwich and jalapeno sauce as a hamburger condiment. Because eating the Midwest-American beef is like eating

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soft pebbles to the Japanese, McDonald's hamburger in Japan has different texture and spices. In many countries, consumers consider fast food to be primarily a snack rather than a regular meal.

Furthermore, the company's operating philosophy has to be altered as well the order to attract foreign partners who are well - qualified and well-financed, McDonald's grants territorial franchises instead of the usual practice of granting franchises store by store.

Some managers of McDonald's buoyed by the success in Asia and Moscow, want to "McDonaldise" the world.

Discuss the implications of this statement as related to product standardization and adaptation.



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