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(Regular and Repeater)

BUSINESS ADMINISTRATION

International Marketing Management

Time : 3 Hours **Max. Marks : 70**

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SECTION – A (Compulsory)

Answer to the question should not exceed six pages. (1×15=15)

- International Marketers need to understand the political economic and cultural ethos of the host countries'. Discuss.

SECTION – B

Q. 10 : Answer **any five** of the following questions. **Each** question carries **8** marks.

Answer to the question should **not** exceed **five** pages. (5×8=40)

1. Explain the reasons behind more companies starting with international focus in India.
2. Explain with suitable example, the processing of an export order.
3. Analyze the factors affecting standardization of product line.
4. Explain the pricing strategies adopted by international marketers.
5. Explain the role of multinationals in International Marketing.
6. Explain the objectives of export inspection councils.
7. Analyze the essence of managing the distribution channels.
8. Explain the different types of documents required in export business.

b) What is the strength of All-to-market Anyvadic toothpaste in USA?



SECTION – C
(Compulsory)

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

(1×15=15)

10. Balsara Hygiene Products Ltd., which had some fairly successful household hygiene products introduced in 1978 a toothpaste, Promise, with clove oil (which has been traditionally regarded in India as an effective deterrent to tooth decay and tooth ache) as a unique selling proposition. By 1986 Promise captured a market share of 16 per cent and became the second largest selling toothpaste brand in India. There was, however, an erosion of its market share later because of the fighting back of the multinationals. Hindustan Lever's Close-Up gel appealed to the consumers, particularly to the teens and young, very well and toppled Promise from the second position.

Supported by the Export Import Bank of India's Export Marketing Finance (EMF) programme and development assistance, Balsara entered the Malaysian market with Promise and another brand of tooth paste, Miswak.

The emphasis on the clove oil ingredient of the Promise evoked good response in Malaysia too. There was good response to Miswak also in the Muslim dominated Malaysia. Its promotion highlighted the fact that Miswak (Latin name: Salvadora Persica) was a plant that had been used for centuries as a tooth cleaning twig. It had references in Koran. Quoting from Faizal-E-Miswak, it was pointed out that prophet Mohammed used "miswak before sleeping at night and after awakening." The religious appeal in the promotion was reinforced by the findings of scientists all over the world, including Arabic ones, of the antibacterial property of clove and its ability to prevent tooth decay and gums.

Market intelligence revealed that there was a growing preference in the advanced countries for nature based products. Balsara tied up with Auromere Imports Inc. (All), Los Angeles. An agency established by American followers of Aurobindo, an Indian philosopher saint. Eight months of intensive R and D enabled Balsara to develop a tooth paste containing 24 herbal ingredients that would satisfy the required parametres. Auromere was voted as the No. 1 toothpaste in North Eastern USA, in a US Health magazine survey in 1991.

The Product line was extended by introducing several variants of Auromere. A saccharine free toothpaste was introduced. It was found that mint and menthol were taboo for users of homeopathic medicines. So a product free of such mints was developed. Auromere Fresh Mint for the young and Auromere Cina Mint containing a combination of cinnamon and peppermint were also introduced. When the company realised that Auromere was not doing well in Germany because of the foaming agent used in the product, it introduced a chemical free variant of the product.

Questions :

- Explain the environmental factors which Balsara used to its advantage.
- What is the strength of All to market Ayurvedic toothpaste in USA ?