GLOBAL MARKETING

Fourth Semester

M.B.A. DEGREE EXAMINATION, JUNE 2014

MBM 4005

1. Describe the economic dimensions of
   International Marketing.
   All questions carry equal marks.
   Answer any five questions out of the following:
   PART A — (5 × 6 = 30 marks)
   Maximum: 100 marks

6. Differentiate Standardization from Differentiation. Explain PDI with examples.
4. Describe joint ventures in International Market.
3. Critically examine the challenges in Global Consumer Markets. Explain.
2. What are the major issues in Understanding International Marketing?

Along with the rise of Indian Middle Class, would you support the view that Indian middle class will rebalance the world economy? Would you agree that Indian middle class will be the fastest growing in the next decade?

Questions:

63% of population and $1 Trillion’s 99%

The report shows that middle class Indians
7. Explain International Market Pricing.

8. Enumerate the nature of International Distribution Systems.

    PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

All questions carry equal marks.


10. Discuss the applicability of Marketing Research in Global Marketing.

11. Explain Types of Global Consumer Markets.

12. Discuss the Market Entry Strategies in International Marketing.


14. Describe the concept of Global Logistics Management.

15. Explain Sales Management in Global Scenario.

16. Discuss the emergence of Global Marketing in India.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study.

A new Asian Development Bank report lauds the rise of the Indian middle class and projects it as the engine of global growth. The report states that the Asian middle class will dominate the next 2 decades. India will cross a billion by 2030. The report further states that Asia’s emerging consumers are likely to assume the traditional role of the US and European middle class as global consumers and play a key role in rebalancing the World’s economy. The traditional definition of middle class covers those who have not inherited wealth, hold regular jobs and enjoy a degree of financial security that allows them to consume and save and support the maintenance of law and order.

ADB report splits the middle class into 3 subsections: Lower middle class ($2 - $4), Middle class ($4 - $10) and Upper Middle Class ($10-$20). The vast majority of the Indian Middle Class i.e. 82% of it or 224 million people fit into the first category. Since $ 1 PPP is Rs. 17,256. This means that the vast majority of the Indian Middle Class earns between Rs. 1035 to Rs. 2070.