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| Description: col LOGO outline  Register Number:  **DATE:22-04-2019** |  |  |  |  |  |  |
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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | | | | |
| **B.COM- VI SEMESTER** | | | | | | |
| **SEMESTER EXAMINATION: APRIL 2019** | | | | | | |
| **BCDEM 6516 – International Marketing** | | | | | | |
|  |  |  |  |  |  |  |
| **Time- 2 1/2 hrs.** | |  | **Max Marks-70** | | |  |

**This paper contains \_\_2\_printed pages and four parts**

**SECTION A**

1. **Answer any five the following questions: 5x2=1**
2. Define International Marketing.
3. Differentiate between Ethnocentric and Polycentric orientation.
4. How does Quotas affect international trade?
5. What are the requisites of a sound international marketing segmentation?
6. Name any two objectives of WTO.
7. Mention different stages of International Product Life Cycle.
8. What is role of advertising in International marketing?

**SECTION B**

1. **Answer any three of the following questions: 3x5=15**
2. Discuss the various driving and restraining forces of International Marketing.
3. Explain different types of tariffs with respect to International marketing.
4. Briefly explain the variables on the basis of which markets are segmented?
5. What are the pros and cons of standardization in product planning for exports?
6. Write a note on ethical issues in International marketing.

**SECTION C**

1. **Answer any three of the following: 3x10=30**
2. Discuss the evolutionary process of a Global company.
3. What is International marketing environment? Explain the impact of economic environment on international marketing.

15. What are the avenues of entry into foreign markets? Explain with suitable examples.

16. Write a detailed note on differential export pricing.

17. Explain the factors affecting choice of distribution channel in International marketing.

**SECTION D**

1. **Answer the following question: 1x15=15**

18. Coca Cola’s marketing strategy in China:

Marketing is vital for Coke to maintain its competitiveness. Marketing and advertising are designed to make customers brand loyal while nourishes consumer awareness. This helps with maintaining the long-term growth. With regard to Coke’s localization strategy, Coke made sure that its Chinese name had an appropriate meaning along with sounding like Coca-Cola. It has created a Chinese version for its famed logo. They believed that many aspects such as music, color and Chinese people’s interests are important to bear in mind if they wanted to capture the local people’s hearts. They take on innovative approaches to advertising and promotions to strive for the difference. Whenever there was a chance Coke would sponsor football games and many other types of media and activities that the Chinese are interested in to achieve maximum exposure. These also participated in SMS campaigns and hired famous celebrities to help promote the brand. The SMS campaigns were implemented taking into account China is the largest mobile market in the world.

Coke had to constantly keep up with the changing local trends to maintain the ability to be up to date with the Chinese taste which best suited every occasion. Coke must implement an efficient distribution channel to remain competitive. The quality of their products must no doubt be kept at its best at all times, therefore bottlers only chose certain inputs that met Coke’s global standards. Coke had the intention to localize every aspect of the business from sourcing inputs, to production, sales and distribution but this had proven to be a difficult and lengthy process. The consequence from adapting this strategy is the strong market presence it has created today. With an increased sales profit since 1990, it was able to generate yearly revenue of $1.2 billion. Without Coke, the mass additional employment opportunity of over 55000 people would have been forgone and China would lose all the technological updates and training Coke had invested over the decades.

Questions:

1. Explain the socio-cultural factors affecting International marketing environment.(5 marks)
2. "Coca-Cola's customized marketing and promotional strategies has enabled the company to overcome the cultural and language differences and succeed in the global market." Discuss. (5 marks)
3. Suggest few ways in which Coca-Cola can improveits distribution channel to increase sales volume in China.(5 marks)

**BCDEM 6516\_B\_19**