

18/03/2013

K.E.S SHROFF COLLEGE OF ARTS AND COMERCE
T.Y.BMS
PRELIMS
INTERNATIONAL MARKETING

TIME: 2HRS

- N.B.: 1. All questions in Section I are compulsory.
2. Attempt any 3 questions from Section II
3. Figures to the right indicate full marks. (Support your answers with suitable examples)

Section I

Q.1 Explain following concepts **15**

- a. Blanket permits
- b. Counter Trade
- c. Break-Even Pricing
- d. Direct/Indirect Exporting
- e. International Marketing

Q.2 Case Study

Mahindra and Mahindra is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years the tractor market in India has been stagnating during 1998-99, 2000-01. M&M has been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad. M&M has a 100% market share in the US market in the 28-30 horse power (HP) range.

As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding (MOU) with the Korean Motor tractor Tong Yang, a part of the \$2bn. Tong Yang mooslam group, according to which Mahindra will source high horse power (mostly 25-40 HP range) and sell them around the world under M&M brand name. To start with, the premium range of tractors will be sold in the US. M&M's current tractor range is more utility oriented and lacks aesthetic appeal that Tong Yang's tractor have, a must for a strong presence in the US market.

Questions:

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- a. What are the advantages and disadvantages of global sourcing? 5
- b. How will the foreign market expansion help the M&M? 5
- c. How does the strategic alliance with Tong Yang benefit M&M? 5

Section II

- Q.3 What are Trade Barriers and explain in detail various forms of Trade Barriers 10
- Q.4 Explain the Export Pricing Strategies? 10
- Q.5 List out the various methods of Market Entry? 10
- Q.6 What is Packaging? Explain its functions/importance of Packaging? 10
- Q.7 Short Notes (any 2) 10
 - a) Contract Manufacturing with its advantages
 - b) Explain INCOTERM
 - c) Institute of Packaging