

Reg. No. _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIFTH TRIMESTER MBA DEGREE EXAMINATION JANUARY 2019

MKT-T5-7 INTERNATIONAL MARKETING

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. What is meant by the term Internationalization?
2. What is an International sales subsidiary?
3. List any few benefits of standardization of products
4. State the meaning of the term advertising transference
5. List any four functions of EXIM Bank

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Analyse all the possible market coverage strategies applied in the context of International Markets with suitable examples
7. Compare the differences between Domestic and International Marketing with pertinent examples
8. Analyse the Product Life cycle theory in the light of International business environment
9. Compare and analyse the important methods of payment in International method with pertinent examples
10. Explain the basic export import documentation in detail with suitable examples

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Unilever sells products known around the world .The company owns brands such as Lipton tea , Breyers Ice cream, Promise margarine, Dive soap, Wisk detergent and close up tooth paste. Unilever is the largest advertiser in many countries including India, Austria, Britain, Greece, Italy and the Netherlands, Turkey and Argentina, Brazil and Chile despite its success in many nations, Unilever has had to take a back seat to Procter & Gamble in the United States and a few other markets . In the early 1990s , Unilever introduced Omo Laundry detergent in the Persian Gulf in an effort to take away some of the Procter and Gamble's control in that region. Omo was adapted for use in washing machines from the formula used in Egypt, where most of the people wash clothes by hand. Instead of running its operation from London, the company created Unilever Arabia to administer marketing, research, sales and advertising activities. The

division of the company also expanded its product offerings in Persian Gulf by selling Vaseline petroleum Jelly, Vaseline Intensive care lotion and Lux soap. In recent years, Unilever has more than 1,000 brands. Many of those are known around the world, while others are leaders in local markets. Every day, 150 million people around the world purchase a product with a Unilever brand.

- i. How did competition influence the actions of Unilever in the Persian Gulf? (10)
- ii. How might a reduction in the number of brands strengthen the marketing efforts of Unilever? (10)
