

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Fourth Semester MBA Degree (R,S) Examination June 2024

**Course Code: 20MBA260****Course Name: International Marketing**

Max. Marks: 60

Duration: 3 Hours

**PART A***Answer all questions. Each question carries 2 marks*

Marks

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| 1 | Analyse the challenges that firms faces in International Marketing                                 | (2) |
| 2 | Compare Sprinkler Approach and Waterfall Approach.   | (2) |
| 3 | Explain the Concept of Retrograde Pricing.   | (2) |
| 4 | Explain the role of Export Promotion Organisations.  | (2) |
| 5 | Write Short note on (a) Letter of Credit (b) Bill of Lading (c) Mates receipt (d) Bill of exchange | (2) |

**PART B***Answer any 3 questions. Each question carries 10 marks*

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| 6  | (a) Analyse the driving and restraining forces in International Marketing,<br>(b) What are the Strategic decisions that have to be taken by the firm when they go International?   | (10) |
| 7  | (a) Elucidate the International Market Coverage Strategies used by the companies.<br>(b) Compare product standardization versus adaptation.  | (10) |
| 8  | Discuss the concept of an International Product life cycle. Critically examine all four stages, an International product has passed through and is currently at the decline stage. | (10) |
| 9  | (a) Explain the major decisions in international Marketing Communication.<br>(b) Analyse the problems faced in International marketing Communication.                              | (10) |
| 10 | (a) Evaluate the services provided by the ECGC to the exporters.<br>(b) Give a note on Institutional set up for Quality control and Inspection.                                    | (10) |

**PART C***Compulsory question. This question carries 20 marks*

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| 11 | Read the following case on Coca-cola and answer the questions give in the end of the case. | (20) |
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The most recognized brand name in the world got its start in an

Atlanta Pharmacy, where it sold for five cents a glass. The name Coca-Cola, registered as a trademark on January 31, 1893 was based on two of the drink's ingredients: extracts from coca leaves and the cola nut. In its early days, when the drink contained a form of cocaine, a drug made from coca leaves extracts, the Coca-Cola was marketed as an "Esteemed Brain Tonic and Intellectual Beverage." The Company's First President, Asa Candler, was a savvy businessman who implemented numerous marketing strategies to increase consumption. At Candler's behest, the company printed coupons offering complimentary first tastes of Coca-Cola, and outfitted distributing pharmacists with clocks, calendars, and scales bearing the Coca-Cola brand. The drink soon became a national phenomenon, by 1895; the company had established syrup plants in Chicago, Dallas and Los Angeles. Coca-Cola expanded beyond the American borders in the early 1900s into numerous countries including Cuba, Puerto Rico and France. In the 1920s, Coca-Cola pursued aggressive global branding finding creative placements for its logo such as on dogsleds in Canada and on the walls of bullfighting arenas in Spain.

During World War II, the U.S Army shipped bottles of the beverage abroad to supply American soldiers in Europe and Asia. Its popularity throughout the world was fueled by colorful and persuasive advertising that cemented its image as the "All-American" beverage. When the Vietnam War tarnished the American image, Coke developed more globally aware advertising. In 1971, the company ran its legendary "I'd like to buy the world a Coke" television spot, in which a crowd of children sang the song from atop a hill in Italy. Coke's moves into formerly restricted markets, such as China in 1978 and the Soviet Union in 1979, bolstered its image as a global company. By 1988, Coca-Cola was voted the best known and most admired brand in the world.

One ad agency executive said, "There are about two products that lend themselves to global marketing - and one of them is Coca-Cola." Still, Coca-Cola did not institute a uniform marketing program in each of its global markets. Rather, the company often tailored the flavor, packaging, price and advertising to match the tastes in specific markets. For example, Coke's famous "Mean Joe" Green TV ad from the United States-in which the tired, weary

football star reluctantly accepts a Coke from an admiring young fan and then unexpectedly tosses the kid his jersey in appreciation-was replicated in a number of different regions using the same format but substituting famous athletes from those regions (e.g. ads in South America used the Argentine soccer star, Maradona, while those in Asia used the Thai soccer star, Niat). Additionally, local managers were assigned responsibility for sales and distribution programs in coke products to reflect the marked differences in consumer behavior across countries. In Spain, Coke has been used as a mixer with wine, in Italy, Coke is served with meals in place of wine or cappuccino, in China, the beverage is served at special government occasions. The company used the phrase "think global, act local" to describe its marketing Strategy during the 1990s. Today, Coca-Cola conducts business with more than 230 brands in 200 Countries. More than two thirds of Coca-Cola revenues come from outside the United States, a fact which makes the company' .vulnerable to down turns in international economies, as evidenced by shallow earnings during the global -economic upheaval in the late 1990s. In response to the depressed sales brought by international recessions, the company perused a restructuring plan that would recast the beverage giant as "a collection of smaller, locally run businesses 'When Douglas Daft took over a Chairman and CEO in 2000, he expressed his desire for Coca-cola mangers to adopt a new mantra "think locally and act locally".

**Questions:**

1. What is the primary basis for Coke's past international marketing Success? Is it only advertising?
2. Given the growing political and economic uncertainty, what changes can Coke make to its global marketing strategy?
3. What is the real meaning of "**think locally and act locally**"? Can and should this marketing philosophy always work? Why?