

Subject Code: MB943 / R09

M B A - IV Semester Regular/Supply Examinations, July/Aug -2013

INTERNATIONAL MARKETING

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following
All questions carry equal marks. **Q.No.8 is compulsory**

- 1) What is international marketing? How does it differ from Domestic Marketing?
- 2) Explain the various legal factors affecting international market environment.
- 3) What is the significance of international market segmentation? How does it create opportunities in international markets.
- 4) Explain various modes of entry into international markets.
- 5) Describe the stages involved in international product life cycle.
- 6) Explain how the physical distribution of goods can be managed in international business.
- 7) Discuss in detail the export procedures and documentation required for exporting merchandise from India.

8) CASE STUDY:

The Global Expansion of subway Restaurants. The subway story began in 1965 when Dr. Peter Buck loaned Fred Deluca USD \$1,000 to open a sandwich shop in Bridgeport, U.S.A. Since that time, subway sandwich shops have grown to more than 32,000 restaurants in 90 countries making its founder a billionaire. Subway remains a 100 percent franchised organization and all subway restaurants are individually owned and operated.

More than 7,500 subway stores have opened outside the United States, including developing nations like India, Croatia and China. Initially subway did not seek to expand internationally, but when an entrepreneur from Bahrain approached the company about opening a sandwich shop on the Persian Gulf Island, Subway decided to accept the challenge of global expansion.

Expanding a food venture into a foreign country involves many issues, such as finding quality supplies for use in making sandwiches. Subway insists on a "gold standard of quality" when adapting to international environments. To properly train new Franchise owners in locations around the globe, subway has to adopt to different languages and cultures. When it enters a new market, the primary issues it faces are building brand awareness and learning about potential customer's eating preferences and customs. Subway has positioned its menu as a more health-conscious choice.

Questions : (a) Is Subway's health-conscious positioning the best promotional platform to expand stores Internationally? Why or why not?

(b) Would you recommend product standardization or adaptation strategy to the company for its Indian Operations? Justify your choice.

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