

Lib [05]

SARDAR PATEL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER

MM-204 INTERNATIONAL MARKETING

Wednesday, 2nd APRIL, 2008 Time : 11.00 a.m. To 2.00 p.m. Total Marks: 70

- Notes: (1) Figures to the right indicate marks of individual question.
(2) All questions are compulsory.
(3) It is a closed book examination.

- Q.1 (a) Define international marketing. How is it differ from Foreign marketing and international trade? 04
(b) What do you understand by International trade barriers? 10
Explain tariff and non-tariff barriers in detail.
- Q.2 Describe briefly " International product life cycle ". Given its implications, how should U.S. innovating firms adjust their marketing strategies. 14
- Q.3
(a) Indonesia is a country of approximately 200 million citizens. This is a land where Hinduism, Islam and Christian coexist. Here, there is a huge income gap between the wealthy ethnic Chinese and remaining 190 million Indonesians. This is also the land which has been ruled for decades with an iron hand by president suharto, who is in his 70s. Suharto, while calling for more political openness, has ruled like a military strongman. His 1994 crackdown included closures of publications, beatings of demonstrators, and arrests of labor activists. The country, for the time being, appears to be relatively stable. 10
How should Indonesia's type of government be classified: Two-party, multiparty, single-party or dominated one-party? Also Assess Indonesia in terms of market potential and risks.
- (b) Depict your understanding for dumping. Briefly explain different types of dumping. 04
- Q.4 Explain the following (with example if required) : 14
i) Bribery and Extortion
ii) Counterfeiting
iii) Foreign market entry strategy (Any one)
iv) WTO

Prefabricated houses are not new. Some well known mail-order retailers started selling such houses in the United States decades ago. One advantage of this type of housing is quick assembly –only a few days are needed. Another buying incentive is the lower price achieved through mass production. Another advantage of the assembly line approach is better quality control. The major disadvantage is of course the product's image. There is no prestige in living in a prefab house, and the uniform look does not appreciably hurt such durables as refrigerators, automobiles and sound equipment. Yet, for housing the negative image is quite overwhelming.

In Japan, where land and housing costs are outrageous, prefab house are a necessity to many. One Japanese firm that has acquired technical know how in manufacturing prefab house is Misawa Homes. One of its population designs is House 55. This model has ten capsules, requiring five large "containers" for transportation. This model's advantage is that rough assembly can be accomplished in just two hours. Another strength is its price- 20 percent lower than conventional prefab houses and 30 percent less than wood houses. The model was exhibited at trade fairs in Encouraged, Misawa Homes wanted to export its House 55 houses to Europe and the United States.

Questions:

1. Do you think that such prefab houses as House 55 can gain consumer acceptance in the United States and Europe?
2. Even supposing the absence of U.S. consumer's negative reactions, are there any factors that pose no problem in Japan and yet would create difficulties in the U.S.?
3. What should be Missawa's strategy to enter overseas markets with the product?
