

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2017-19) (Mktg.)
PGDM Trimester VI Examination April 2019

Subject	International Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	12.04.2019

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory) Read the case-let below and answer the questions that follow:

Toyota-Maruti Suzuki Partnership for Global Expansion

Toyota Motor Corporation and Suzuki Motor Corporation have announced their agreement to begin considering concrete collaboration in new fields. The two Japanese companies have been considering the details of the collaboration since they signed an MOU for business partnership in February 2017. The companies have spelt out the broad areas of collaboration keeping different markets in mind. It was already known that the Maruti Suzuki Vitara Brezza and Baleno will be cross-badged and Toyota will retail them through their network after making minor design changes and in return, Maruti Suzuki will do the same with the Suzuki badged Corolla. The company has shared that Maruti Suzuki will also supply two compact vehicles which will be developed on Suzuki's Global C and Heartec platforms which spawn the Ciaz and Ertiga, respectively. Toyota will also use Suzuki's Global C platform which spawns the Ciaz.

Though Toyota will be outsourcing the Ciaz and Ertiga along with the Vitara Brezza and Baleno for the African market, the company will be using Suzuki's expertise and platforms to develop a similar but new C-segment MPV for the Indian market. This means that Toyota's version of the Ertiga and Ciaz for our market won't be limited to cross-badging, but could see some substantial modifications as well. Toyota will also start the production of its version of the Vitara Brezza in 2022 at its Karnataka plant while the Toyota badged Baleno will go on sale in 2019 itself.

The Toyota-badged Vitara Brezza will be manufactured at its Karnataka plant in 2022. The Toyota-Suzuki pact, however, will go beyond sharing of vehicles and platforms. The company will supply hybrid electric vehicle (HEV) technologies to Maruti Suzuki through local procurement of HEV systems, engines and batteries. Toyota's hybrid technology will hence be a replacement for the mild hybrid or SHVS technology which Maruti Suzuki has been using so far in the Ciaz and Ertiga along with introducing some plug-in hybrid models. Globally, Toyota will also supply Suzuki hybrid systems which will make way in its models worldwide.

- a) Identify market environment factors responsible for the need of strategic alliances in global automotive sector.
- b) Which type of international market entry strategy was adopted by Toyota and Maruti Suzuki to enter Indian automotive market? Explain.
- c) Analyse the potential gain to Maruti Suzuki through the strategic alliance with Maruti Suzuki?
- d) Analyse the potential benefits which Toyota would gain through the cross-badging agreement with Maruti Suzuki. How will this affect Toyota's presence in international markets?

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Analyse any five major constraints to International Advertising for any brand.
- b) Describe the key drivers for International expansion of a business in present scenario.

- c) Google recently completed 25 years in India, what opportunities lie ahead of it in India and other emerging markets?

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Parle Agro is planning to enter global markets, what are various decision criteria for mode of entry it should consider?
b) Differentiate between the different forms of Exporting through which a firm can enter global markets.
c) Analyze various benefits and caveats of Licensing and Franchising.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Analyze the various distinguishing characteristics of big emerging markets of the world.
b) Describe the four major emerging market zones in international markets.
c) Differentiate between Asian and African emerging markets on the basis of major economic reforms.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Why emerging markets are gaining importance in current international marketing scenario?
b) Evaluate the implications of Global political and legal environment on international marketing.
c) Analyze the various key issues to be considered under International market research in the areas of global distribution and pricing strategies.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Starbucks has undergone rapid global expansion in past few decades. Identify any five controllable and uncontrollable elements which Starbucks has encountered while entering global markets.
b) What are the major sources of secondary data for international market research in terms of reliability and validity? Which type of data is available through these sources?
c) Analyze various legal and cultural limitations of global advertising with relevant examples.

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Differentiate between 'Countertrading' and 'Transfer Pricing' as a pricing tool in International Markets.
b) Discuss various implications of Price escalations in International markets.
c) Critically analyse the four different types of organisations in international market with relevant examples.