



Uva Wellassa University
Faculty of Management



Degree of Bachelor of Business Management in Entrepreneurship and Management
FOURTH YEAR FIRST SEMESTER EXAMINATION (Repeat) – FEBRUARY/MARCH

Uva Wellassa University

2012

EMG 481-2 International Marketing

Instructions to candidates:

No. of pages : Three (03)
No. of questions : Five (05)
Time allocation : Two (02) hours
Marks allocation : Hundred (100) marks

Index Number:

Answer only two (02) questions including question number 01.

1.

- i. Assume that you are the newly recruited marketing manager of Unique Company. Recently the company has decided to expand its business to international level via a direct investment. General Manager/Marketing asks you to disseminate the board of directors with strategic nature of international market selection. This has to be done by way of an oral presentation and a managerial report which is expected to be circulated among board of directors before the oral presentation.

You are required to:

Explain how you will elaborate the following points when you will draft the managerial report.

- Factors that the company should consider in determining the market entry strategy (7½marks)
- Factors that the company should specifically consider in making the “Direct investment decision” (7½ marks)
- Available alternatives of entry methods (10 marks)

- ii. "A recurring debate exists relative to product planning and focuses on the question of standardized products marketed worldwide versus differentiated products adapted for each culturally unique market".

You are required to:

- a) Explain the impact of country-of-origin effect in managing products globally. (05 marks)
- b) Explain how you can analyze a product for adaptation in international markets. (10 marks)
- c) Discuss the factors influence **adaptation** of products for different international markets and **standardization** of products in international marketing. (20 marks)

2. A market research has identified that many foreign exporters find Japanese retailers/end-users are unwilling to disrupt their longstanding, personal relationships with Japanese suppliers even when the foreign companies can offer a product of superior or equal quality at a cheaper price. It's that the Japanese distribution channel system is very unique.

You are required to:

- i. Explain the factors which determine the choice of distributional channel. (05 marks)
- ii. Explain the unique aspects of the Japanese distributional channel system. (15 marks)

3.

- i. Define the term "Parallel markets" and discuss the drivers of price escalation. (10 marks)
- ii. Explain how a company can control price escalation. (10 marks)

4. Write short notes on followings

- i. Subornation and Lubrication
- ii. Reasons for protectionism
- iii. Reasons of going global by companies
- iv. Main international marketing strategic orientations

(20 marks)

5. In 2004, China banned a Nike television commercial showing U.S. basketball star Le Bron James in a battle with animated cartoon kung fu masters and two dragons, because it was argued that the ad insults Chinese national dignity.

You are required to:

- i. Explain how culture influences international marketing activities. (10 marks)
- ii. Explain how culture determines different managerial approaches. (10 marks)

