

July 2017

Master of Business Administration (MBA) Examination
IV Semester

International Marketing

Time : 3 Hours]

[Max. Marks : 80

Note : Attempt any four questions from Section A. Each question carries 15 marks. Section B is compulsory and carries 20 marks.

Section A

1. Identify the major constraints in India's export growth. Suggest suitable measures which can be integrated in the strategy to promote exports.
2. Explain common Regional Trade Agreements with their importance and utility.
3. As a first time exporter, evaluate market entry methods available to you. Which will you choose and why?
4. Explain the concept of International Product Life Cycle. Is it applicable to all products?
5. International promotion decisions are difficult to take because of difference in culture, language and education. How will you promote any product globally with these differences?
6. What are the components of deciding global pricing? Give examples.
7. Write short notes on :
(a) Comparative Cost and Absolute Cost Theory.
(b) Personal Selling in Domestic and International Markets.

Section B

8. Analyse the case and answer the questions given at the end :

ARCOR : A Latin American confectionary player is globalizing its business Arcor (www.arcor.com.ar/eng/) was founded in 1951 to produce sweets. However, in order to tell the company's history fully we must go back to 1924, the year that Amos Pagani, a young Italian immigrant, decided to start up a bakery in the Province of Cordoba.

In the 1970s and 1980s Arcor transformed itself into a vast industrial complex, showing the way for other companies in the country. The company continued to grow both in Argentina and in different countries in the region. In 1976 Arcor started operations in Paraguay, in 1979 in Uruguay, in 1981 in Brazil and in 1989 in Chile.

In 1999 in Brazil Arcor opened the most advanced chocolate plant in the region, whose facilities also include the largest product distribution-centre

in that country. This was a start-up that put the company at the cutting edge of technology and production on the continent. It also permitted Arcor to consolidate its position in the very attractive Latin American market.

In order to continue with its expansion process Arcor established itself in Barcelona in 2002. Arcor's goal has always been to expand beyond the borders of its own country, and the opening of this new office allows the company to create closer bounds with customers from the European Economic Community, the Middle East and Africa.

Today the Arcor Group has 35 plants in the region (27 in Argentina, four in Brazil; three in Chile, and one in Peru).

ARCOR prepares more than 1,500 products in the four areas that make up its business focus : foods, confectionery, chocolates, and cookies and crackers. In all these segments the company has developed a very high degree of 'know-how' that has allowed it to become a true specialist in everything it produces.

At present Arcor is well established in Latin America, but outside this area it is relatively weak. Of the total sales in 2005 of US\$1,500 million less than 5 per cent derived from outside Latin America.

In the coming years, Arcor faces three big challenges within its 'international expansion' framework : becoming the No. 1 Latin American confectionary and chocolate company; continuing to grow and establish itself in high development potential markets outside Latin America, such as the emerging Asian markets; and strengthening product penetration in the most demanding markets in the world : the United States, Japan and the European Union,

The group is an active participant in various strategic alliances (production and/or marketing agreements) with international players, such as Nestle and Branch's. The most recent example is the partnership with Danone Group (France) in the biscuits and cereal bar business in Argentina, Brazil, and Chile. In April 2004 the two companies merged their biscuit manufacturing activities into a single company, Bagley Latinoamerica SA, which resulted in the biggest biscuit company in South America. The joint venture company is owned 49 per cent by Danone SA (France) and 51 per cent by Arcor. This partnership includes highly recognized brands in local markets like Formis, Mana, Saladix, Hogarefias, Sonrisas, Merengadas, Criollitas, Rumba, Opera, Aymore, Triunfo, Selts and more.

In 2000 the Arcor Group launched www.arcorsales.com, the first food industry website in Latin America devoted to business-to-business (B2B) markets, a new trade channel for its products, to leverage those currently in use.

Questions :

1. What would be the major obstacles to Arcor's attempt to penetrate markets outside Latin America?
2. How could Arcor use the concept of the Virtual value chain' to increase internationalization ?
3. Where are Arcor's competitive advantages in the value chain ?
4. Drawing upon its competitive advantages in the value chain, what could be the opportunities and challenges for Arcor to expand its business in a key emerging Asian Market - India ?

□□□

<http://www.davvonline.com>

Whatsapp @ 9300930012

Your old paper & get 10/-

पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से