

MBA - II/III Semester-4/6 (D/E) Examination

Marketing - IM

Time : 2-30 Hours]

May-2024

[Max. Marks : 70

Attempt all the questions. Every question carries equal marks

1. Explain briefly
 - a. The Self-Reference Criterion and Ethnocentrism.
 - b. Trade Barriers and their role in promoting or hindering international business/marketing.
2. What is the role of following factors in international marketing ? Be brief and precise.
 - a. Role of History and Geography in developing cultural values around the world.
 - b. Political risk handling by International companies.

OR

International Marketing Research process is the same as domestic marketing research but the application is different. Explain with the help of examples.

3. Write short notes on the following
 - a. Scope of International Marketing in North and South America.
 - b. Challenges to marketing in Africa and Middle East.

OR

Explain the following in brief

- a. International Advertising and Public Relations
 - b. Recruiting International Marketing and Sales Personnel
4. Briefly explain the following
 - a. Designing compensation systems for expatriates and global sales force.
 - b. Approaches to International Pricing.
 - c. Bargaining behaviors and their definitions.
 - d. Efficient and effective cross-cultural business negotiations.

continued to page 2

E348-2

5. Read the following text and answer the questions thereafter

Coca-Cola is one of the most recognizable and valuable brands in the world, consistently ranking at or near the top of various brand value surveys. The flagship soft drink Coca-Cola or Coke as it is often referred to, is the world's number one beverage brand and is sold in more than 200 countries around the globe. The iconic brand has been around for more than 130 years and has never strayed from its timeless and basic ideals. While a number of different advertising campaigns have come and gone throughout the years, Coca-Cola has remained consistent in appealing to one basic emotion: pleasure. Many of the popular advertising campaigns used to sell Coca-Cola have been built around simple slogans using words such as *smile, enjoy, and happiness* that translate easily to consumers everywhere.

From 2009 until 2016, Coca-Cola's global Integrated Marketing Communication (IMC) campaign used the slogan "Open Happiness," which was designed to appeal to consumers' desire for comfort and optimism and was an invitation to consumers around the world to refresh themselves with a Coke and enjoy life. The "Open Happiness" campaign won numerous awards during its tenure as Coca-Cola was named *Advertising Age's* Marketer of the year and also honored as Creative Marketer of the Year at the Cannes Lions International Festival of Creativity. However, in 2016, Coca-Cola's new chief marketing officer, Marcos de Quinto, announced that the company would be making a major shift in its marketing strategy whereby all Coke trademark brands would be united in one global creative campaign called "Taste the Feeling." The new campaign puts the product at the center of every ad as Coca-Cola seeks to win over more drinkers in the struggling soda category.

In explaining the reasons for the change, CMO de Quinto noted that "Open Happiness" had become a bit too preachy and was no longer focusing on simple pleasures, such as enjoying an ice-cold Coke on a hot day. Coca-Cola's global vice president for creative noted that Coke no longer wants to be about "fixing happiness" with high-level ideas because the new campaign is about living in the intimacy and simplicity of moments and is similar to the classic tagline "Have a Coke and a Smile." The "Taste the Feeling" campaign is designed to bring to life the idea that drinking a Coca-Cola product is a simple pleasure that makes everyday moments more special and celebrates the experience of doing so. The company also feels that the new campaign is more focused on the actual product and will build a strong connectivity with the feeling one has when drinking a Coke. CMO de Quinto notes: "We want to help remind people why they love the product as much as they love the brand."

Another major part of the new strategy is a "one brand" approach that unites various brands such as Coca-Cola Light/Diet Coke, Coke Zero, and Coca-Cola Life under one personality that shares the equity of the brand across all Coca-Cola trademark products. The approach also underscores the company's commitment to providing consumers with more choices and healthier alternatives, including smaller package sizes. For example, Diet Coke and Coke Zero are positioned as customized choices for drinkers who may want a sugar-free soft drink, while Coca-Cola Life is sweetened with cane sugar and stevia leaf extract. The "one-brand" approach includes a global packaging shift as the new cans and bottles for the

entire Coca-Cola trademark line will feature the brand's signature "Red Disc" which has become a signature element of the brand through the years.

The "Taste the Feeling" campaign debuted in 2016 in more than 200 countries with creative work that included nine TV commercials, outdoor and print ads, retail signage, and digital advertising. Coca-Cola filmed multiple versions of some of the commercials with different actors to ensure they would be relevant to different countries and cultures. Implementation of the new global strategy was a major undertaking with four of the 10 agencies Coca-Cola works with worldwide taking lead role, including Ogilvy New York, Saatchi & Saatchi of Madrid, Santo of Buenos Aires, and Mercado-McCann of Argentina.

Other agencies have contributed content to the integrated campaign as it evolves. For example, Wieden + Kennedy created a series of commercials designed to bring to life the brand's "A Coke for everyone" platform. One of the spots called "The Wonder of Us" aired on the 2018 Super Bowl and showcased all types of people enjoying Coca-Cola products. The ad celebrated the Coca-Cola company's values of optimism, diversity, and inclusion and emphasized that no matter how unique or different you are, there is Coca-Cola product for you. W+K also created a playful animated spot that aired prior to the 2019 big game called "A Coke is a Coke" that featured an adaptation of a passage from 1960s pop artist Andy Warhol's book *The Philosophy of Andy Warhol*. "What's great about this country is that America started the tradition where the richest consumers buy essentially the same things as the poorest," Warhol wrote. "You can be watching TV and see Coca-Cola, and know, the president drinks Coke, Liz Taylor drinks Coke, and just think, you can drink Coke, too. A Coke is a Coke, and no amount of money can get you a better Coke."

Coca-Cola knows it has a lot of riding on the new "Taste the Feeling" campaign but feels that changes were needed to address the challenges the company is facing in the global market, such as declining soda consumption in many markets amidst growing health concerns and a shift to healthier lifestyles. Marcos de Quinceo feels that the new "Taste the Feeling" global IMC campaign will help consumers around the world better connect consumers with the brand and various Coke products. His goal is to keep things simple for consumers and return to the essence of what the Coca-Cola brand is all about—a brand for everybody and one that makes them feel good.

(Source: *Advertising and Promotion—An Integrated Marketing Communications Perspective*, George E. Belch, Michael Belch, Keyur Purani, 12 edition Special Indian Edition (SIE), 2022, McGraw Hill Education (India) Private Limited pages 664-665)

1. Explain the rationale of Coca-Cola IMC campaign with slogan "Open Happiness" during 2009-2016. (5)
2. What are the reasons for changing the campaign with the slogan "Taste the Feeling" since 2016. (5)
3. What can the company do to meet the challenges to Coke on health aspects? (5)