

MBA-2 Sem.-4 & MBA-3 Sem.-6 Examination**Marketing****I. M.****May-2025****Time : 2-30 Hours]****[Max. Marks : 70**

Attempt all the questions. Every question carries equal marks

1. Explain briefly
 - a. Stages of International Marketing Involvement.
 - b. Trade Barriers and their role in promoting or hindering international business/marketing.

2. How does following aspects effect international marketing ? Be brief and precise.
 - a. Historical background and Geographical locations of countries
 - b. Cultural elements and their variations around the world.

OR

Marketing Research process in International markets is different than the domestic marketing research. Explain with the help of examples.

3. Write short notes on the following
 - a. Challenges of International Marketing in North and South America.
 - b. Global Marketing Management and its functions.

OR

Explain the following in brief

- a. Products and Services for Customers
 - b. International Marketing Channels
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4. Briefly explain the following
 - a. Creative challenges for messaging in International Marketing Communications
 - b. Designing the Sales Force.
 - c. Approaches to International Pricing.
 - d. Essentials of international Marketing Negotiations.

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5. Read the following text and answer the questions thereafter

KFC is the world's largest fast-food chicken chain, serving more than 12 million customers at more than 4600 restaurants in the United States and more than 18000 restaurants in 120 countries and territories around the world. The company is world famous for its Original Recipe fried chicken- made with the same secret blend of 11 herbs and spices Colonel Harland Sanders perfected more than a half-century ago. In China, KFC is the largest, oldest, most popular, and fastest-growing quick service restaurant chain, with more than 4,260 locations in 850 town or cities, often enjoying healthy margins of 20 percent per store. The company has tailored its menu in China to local tastes with items such as the Dragon Twister, a wrap stuffed with chicken strips, Peking duck sauce, cucumbers, and scallions. KFC even has a Chinese mascot-a kid-friendly character named Chicky, which the company boasts has become "the Ronald McDonald of China." Like any emerging market, China does pose challenges to KFC. Sales there took a stumble early in 2013 when state-owned Chinese media accused the company of using local suppliers that gave their chickens excessive antibiotics to stimulate faster growth. A social media firestorm followed, eventually causing KFC to apologize for not having tighter controls. Supply chain problems have posed a different challenge in Africa, KFC's next growth market. Without enough domestic supplies of chicken, the company has to import them, but that is illegal in Nigeria and Kenya. To overcome the supply problem in Nigeria, it added fish to the menu. By 2013, KFC had more than 1,000 restaurants in 17 countries in Africa. As it moved into more and more African markets, the company made sure to localize its menu-selling Ugali, a type of porridge, in Kenya and jollof rice in Nigeria-and to showcase local culture on the walls and in the advertising.

(Source: *Marketing Management*, Philip Kotler, Kevin Lane Keller, Pearson, 15 edition, 2016, page 236-237)

1. KFC is constantly adapting itself to cultures and values across the world.. Do you agree. Give reasons and examples for your answer.
2. How can a brand like KFC maintain its unique identity in different markets around the world even after adjusting itself to different cultural values ?