

revised

SVKM's NMIMS UNIVERSITY
School of Distance Learning

International Marketing
PGDMM

Date: 4.6.2007
Time: 3.00 pm to 6.00 pm

Marks: 100

Note: Answer any 4 questions. All questions carry 25 marks. Give examples wherever possible

- Q 1. Based on Business Week magazine of August 2002 identify and name the Top Ten Global brands. How many top 10 brands originate in a country other than US. Which brands are these?
- Q 2. In formulating creative content of an international campaign. What are the four main factors you will take into account?
- Q 3. Identify 6 steps in the process before you would arrive at a price.
- Q 4. Starbucks is entering India through a joint venture with Pantaloons (Mega stores). What advise would you give Starbucks to make the deal a grand success?
- Q 5. In deciding on a packaging for an international product what are the 4 key factors that you would consider if you were to adopt a packaging design for international markets?
- Q 6. What 5 strategic options do companies have for a foreign brand when they enter East and South East Asian markets? Identify these 5 strategic options specifically?
- Q 7. Would you accept a standardized campaign or an adaptation made to suit local culture and life styles in advertising globally? Give reasons for your answer.
