

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year II Semester (R16) Supplementary End Semester Examinations – DECEMBER 2019
INTERNATIONAL BUSINESS

Time: 3Hrs

Max Marks: 50

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

- Q.1(A) What is Globalization? Explain drivers of Globalization. 8 M
- OR**
- Q.1(B) Discuss the global strategic rivalry theory of international trade. 8 M
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- Q.2(A) Explain the trends in the India's balance of payments position. What are the reasons for disequilibrium in the balance of payments? 8 M
- OR**
- Q.2(B) Describe the basic functions and outline of organization structure IBRD. 8 M
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- Q.3(A) Elucidate the organizational structure of world trade organization? 8 M
- OR**
- Q.3(B) Discuss economic integration? Explain the different kinds of economic integration. 8 M
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- Q.4(A) What is international product life cycle? Explain the marketing strategies during different stages of product life cycle. 8 M
- OR**
- Q.4(B) What is Human Resource management? Explain important functions and strategies of human resource management. 8 M
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- Q.5(A) Explain types of economic zones in detail. 8 M
- OR**
- Q.5(B) Discuss the salient features of the EXIM Policy of India. 8 M
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- Q.6 **Case Study** 10 M
- Reebok, the well known athletic shoe multinational, gets its its products contras act manufactured by independent firms in the developing countries. The MNC which gives importance to low cost and high quality is also concerned with human rights protection and requires its suppliers to follos the following human rights standards.
- Nondiscrimination:* Reebok will seek business partners who do not discriminate in hiring and employment practices on ground of race, color, national origin, and gender religion or political or others opinions.
- Working Hours / Overtime:* Reebok will seek business partners who do not require more than 6 hours work on a regularly scheduled basis, except for appropriately compensated overtime in compliance with local laws, and we will favor business partners who use 48-hrs work weeks as their maximum normal requirements.

Forced or Compulsory Labour: Reebok will not work with business partners that use forced or other compulsory labour, including that is required as a means for political coercion or as punishment for holding or for peacefully expressing political views, in the manufacture of its products.

Fair Wages: Reebok will seek business partners who share commitment to the betterment of wage and benefit level that address the basic needs of workers and their familiar so far as possible and appropriate in light of national practices and conditions.

Child labour: Reebok will not work with business partners that use child labor. The term "Child" generally refers to a person who is 14 years of age or younger than the age for completing compulsory education if the age is higher than 14. In countries where the law defines "child" to include individuals who are older than 14, Reebok will apply that definition.

Freedom of Association: Reebok will seek business partners that share its commitment to the right of employees to establish and join organizations of their own choosing. Reebok will seek to assure that no employee is penalized because of his or her non-violent exercise of this right. Reebok recognizes and respects the right of all employees to organize and bargain collectively.

Safe and healthy work environment: Reebok will seek business partners that strive to assure employees a safe and healthy workplace and that do not expose workers to hazardous conditions.

Questions:

1. Discuss the human rights protection endeavors of Reebok?
2. Evaluate the implications for the developing country suppliers? Will these standards pose a problem for the supplier? In what will these standards benefits the suppliers in particular and developing country industrial sector in general?

*****END*****

Hall Ticket No:

Course Code: 16MBA435

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)

MBA II Year II Semester (R16) Supplementary End Semester Examinations – DEC 2019
ADVERTISING AND SALES PROMOTION

Time: 3Hrs

Max Marks: 50

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) What is Advertising? Discuss the various basis of classification of advertising. Give examples. 8 M

OR

Q.1(B) Elaborate on the evolution & origin of advertising. 8 M

Q.2(A) Elucidate the following advertising models. 8 M
a) AIDA and b) DAGMAR

OR

Q.2(B) What are the styles and stages in advertising copy creation? 8 M

Q.3(A) What is media strategy? Discuss the various factors that are to be considered for the selection of suitable media. 8 M

OR

Q.3(B) There is a growing need of online advertising in India. Comment on the statement. 8 M

Q.4(A) Explain the importance of advertising at global level and what are the challenges? 8 M

OR

Q.4(B) Integrated marketing communication is the need of the hour in today's business world. Comment. 8 M

Q.5(A) Write a short notes on 8 M
a) Trade promotion
b) Surrogate selling
c) Bait & switch advertising issues
d) Cross promotions

OR

Q.5(B) Define Brand equity? Elaborate on building, measuring & managing brand equity. 8 M

Q.6 **Case Study** 10 M

The equation among soft drink competitors was almost balanced. Coke competed against pepsi, Tab against Diet Pepsi, Sprite against Mountain Dew, and so on. But when Coca-Cola introduced Diet coke in 1982, its aspirations were high. It aimed at not being content with just outselling Diet Pepsi; the company wanted Diet Coke to be the number two soft drink of any kind. The company executives, by 1989, predicted that their dream would soon come true.

In its ads, Coca-Cola did not invite people to drink Diet coke for the benefit of losing weight or keep a slim-trim figure. Coca-Cola told people to drink it "Just for

the taste of it". The emphasis on taste by Coca-Cola was particularly effective because Diet Coke was a new entry in the market for decades and has undergone a number of reformulations.

The taste plank also provided the groundwork for Diet Cokes assault on Pepsi. As Diet Coke was being promoted and sold on taste and not on its lack of calories, it made sense for it to compete against every other drink that consumers bought primarily for taste.

Diet Coke quickly overtook Diet Pepsi and was favored over Pepsi by women consumers who traditionally bought the majority of Diet drinks. The major thrust of the Diet Coke and campaign has been to convince consumers that they don't have to be weight conscious to drink Diet Coke. Already men buy more than a third of all diet drinks, and that percentage has been growing rapidly. Coca-Cola has recruited macho heroes and it has been advertising Diet Coke in sports magazines especially aimed at men such as sports illustrated Sport and Inside Sport.

Coca- Colas attack on Pepsi has often been direct and aggressive. It rail ads claiming that one quarter of the 2 million families that had stopped drinking pepsi had switched to Diet Coke. Pepsi responded with ads claiming that 90 percent of those consumers eventually switched back to Pepsi and Coke ended up revising its ads. Pepsi also used its commercials to make fun of how Coke came up with its numbers.

Diet Pepsi issued its own taste challenge in 1989, using Mike Tyson to claim that Diet Pepsis taste was better than Diet Cokes. Coca-Cola counterattacked by citing research that proved Pepsi wrong and Pepsi eventually stopped running the ads. To make up for damage done to its image, Coke used some imaginative promotion such as giving a coupon for Diet Coke to everyone buying Pepsi at certain supermarkets Again, Coke seems to have gained by defining the battle as Diet Coke against Pepsi, rather than Diet Coke against Diet Pepsi.

Coca-Cola promoted Diet Coke heavily, so much so that during some quarters it spent more on Diet Coke advertising than on its flagship Coke Classic. It has used innovative techniques such as "roadblocks" running the same commercial at the same time on different channels. It has also shown Diet Coke spots on cable TV such as MTV, ESPN and TBS.

Questions:

- a) What role has advertising played in introducing Diet Coke?
- b) Why did coke offer coupons to consumers who bought Pepsi at certain supermarkets?
- c) What functions did Diet Cokes advertising campaign aim at performing? Based on Lavidge and Steiner model, analyse how consumer responded to Diet Cokes ads.