

The report shows that middle class Indians Systematically define themselves as poorer than they actually are in surveys. Even by this stingy definition, in all of developing Asia- Only Nepal, Laos Bangladesh and Uzbekistan have a middle class that is a smaller proportion of the total population than in India. China's middle class is 63% of population and Sri Lanka's 59%.

Questions:

- (a) Do you agree that Indian middle class will fuel global growth in the next decade?
- (b) Would you support the view that Indian middle class will rebalance the world economy?
- (c) Along with the rise of Indian Middle Class, will India attract more FDI?

MBMM 4005

M.B.A. DEGREE EXAMINATION, JUNE 2014.

Fourth Semester

Marketing

GLOBAL MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

All questions carry equal marks.

1. Describe the Economic Dimensions of International Marketing.
2. What are the major issues in Understanding Global Consumer Markets? Explain.
3. Critically Examine the Challenges in Global Marketing.
4. Describe Joint Ventures in International Market Environment.
5. Explain FDI with examples.
6. Differentiate Standardization from Differentiation.

7. Explain International Market Pricing.

8. Enumerate the nature of International Distribution Systems.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

All questions carry equal marks.

9. Elaborate the International Marketing Environment.

10. Discuss the applicability of Marketing Research in Global Marketing.

11. Explain Types of Global Consumer Markets.

12. Discuss the Market Entry Strategies in International Marketing.

13. Elaborate the Global Product Planning and its Advantages.

14. Describe the concept of Global Logistics Management.

15. Explain Sales Management in Global Scenario.

16. Discuss the emergence of Global Marketing in India.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study.

A new Asian Development Bank report lauds the rise of the Indian middle class and projects it as the engine of global growth. The report states that the Asian middle class will dominate the next 2 decades. India will cross a billion by 2030. The report further states that Asia's emerging consumers are likely to assume the traditional role of the US and European middle class as global consumers and play a key role in rebalancing the World's economy. The traditional definition of middle class covers those who have not inherited wealth, hold regular jobs and enjoy a degree of financial security that allows them to consume and save and support the maintenance of law and order.

ADB report splits the middle class into 3 sub-sections: Lower middle class (\$2 – \$4), Middle class (\$4 – \$10) and Upper Middle Class (\$10 – \$20). The vast majority of the Indian Middle Class i.e. 82% of it or 224 million people fit into the first category. Since \$ 1 PPP is Rs. 17,256. This means that the vast majority of the Indian Middle Class earns between Rs. 1035 to Rs. 2070.