

specialist who was taken from competitor. In the first five years, 325 people retired and at least 400 young people were hired. The average age of the executives at the group which used to be 54 came down to under 40. According to Mr. Mishra, Head of corporate HR, the group's HR policy had gone in for a complete overhaul with the emphasis now on adoption of globally accepted best practices.

The new hires as well as the existing people got more autonomy. If the senior Chopra kept talks personally on daily production at every unit, sales and cash flows, his son manages things by giving autonomy to his senior executives. That doesn't mean the young Chopra's is a hands off manager. Only the context has changed. When the company took over as Australian Copper mine last year, it was Satish who saw it through from the frontline, not only of his executives. According to Mishra, "once he's resolved on doing something, nothing can budge him".

Questions :

- (a) How do you compare the styles of the two chairmans?
- (b) Would the concept of autonomy help in the long run?
- (c) Discuss this point in the light of the change in the recruitment policy.

MBIB 3004

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Third Semester

International Business

GLOBAL MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Distinguish International Marketing from Domestic Marketing.
2. Explain the strategies related to Global Market entry.
3. Examine the impact of culture in marketing and illustrate it.
4. State and explain the complexities related to international marketing.
5. What is National Income?
6. Differentiate the local product from global and international product.

7. Examine the features which influence the pricing decisions.
8. Explain the process of supply chain management in logistics.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss in detail about the nature and significance of global marketing.
10. Describe the basic strategies which are related to market segmentation.
11. In what way the power and politics influence a business? Explain it.
12. Describe the steps involved in the process of global retailing.
13. Examine the impact of packaging and designing in sale promotion.
14. Do Brand Image plays a vital role in marketing? Discuss.
15. Discuss the different types of advertising with illustration.
16. Elucidate the need for proper channel selection in marketing.

PART C — (20 marks)

(Compulsory)

17. Case study :

Chora Global Ltd. suffered a severe set back when the chairman of the company Mr. Chopra retired from the company and Mr. Satish Chopra, 27 years old son was newly appointed as chairman. The first six months were of an emotional turmoil for the young Chopra. It wasn't the stock markets alone that were skeptical about him many others were prone to compare his with the towering reputation of his late father. The organization itself was in mourning. At meetings, veteran executives would frequently break down any cry at the mention of senior Chopra's name. For the still wet behind the ears – chairman. It was a traumatic rite of passage. Of course, the presence of senior executives, Chopra's loyal lieutenants, some what caused this passage.

Still the mid nineties was an altogether different context. The skills that were required to succeed in the nineties were very different from those of the eighties because the context had changed. Fixing that was Satish Chopra's biggest challenge. His aim was straight forward and logical. He wanted the company he had inherited to be instep with time. He began the contemporisation of the group by including fresh talent at lateral and mid levels and simultaneously introduced a retirement age to 60. It wasn't a coincidence that one of the senior level recruits was a human resources