

(DEMB A5)

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2015

First and Second Years

GROUP A- MARKETING

Paper - V : Global Marketing

Time : 3 Hours

Maximum Marks: 75

SECTION - A

(3×5 =15)

Answer any Three of the following

- 1) a) Legal environment.
b) SEZ.
c) Global branding.
d) Turkey project.
e) Global advertising.
f) FOB pricing.

SECTION - B

(3×15 =45)

Answer any Three of the following

- 2) Explain the scope of international marketing.
3) What are the institutions that promote international marketing?
4) How does economic environment influence global business?
5) State the documents required for exporting.
6) Elucidate global pricing strategies.
7) Elucidate the procedure involved in global marketing research.

Compulsory

- 8) Let us go shopping at the Asian garden. Inside you will find many typical suburban shopping mall business: CD and tape stores, travel agencies, restaurants, a supermarket, book stores etc. where are you?

In Westminister, California –known locally as little Saigon.

More than 2.7 million Asian Americans live in California, so its not surprising to find oriental shopping malls there. By the year 2009, the states, Asian population will exceed 4.5 million, some 13 per cent of its population. As compared to other US households, Asian-American households have substantially higher income and education levels, and almost twice the proportion of Asian Americans are employed as managers or professionals.

Most Asian Americans cluster in large cities such as San Francisco, Los Angles or New York. They are strongly family oriented and often pool family efforts and resources to improve the lot of all. Extended families tend to live in the same household a tradition carried over from their homelands. Further, members of the family work in the family business. Marketers targeting at Asian Americans must understand the importance of family.

Asian American consumption behaviour differs from that of other segments for example-Asian Americans are primarily interested in quality. Asian Americans enjoy shopping as leisure activity, love bargains and often negotiate prices. They are at home with high technology, making them a good market for VCRs, home computers, CD players, cameras and telephone answering machines. Asian Americans do not have preconceived images of brands and companies. In a recent survey, 76 per cent of them could not name the brand of frozen food they purchased last. This highly diverse market consists of Japanese, Vietnamese, Koreans, Indians, Malaysians and Chinese-all speaking multiple languages and dialects. Because of this linguistic diversity television may not be an effective medium. Fortunately, Asian Americans like to read, making newspapers a more cost-effective medium. In addition, numerous Asian-American consultants and advertising agencies are available to help marketers design Asian American strategies.

Thus, Asian American market may constitute a marketers dream of a large, lucrative and recession proof market. Asian Americans have higher incomes and because many are employed in a family business or in high tech fields, fewer are unemployed.

Questions:

- i) What cultural, personal, social and psychological characteristics distinguish the Asian American market?;
- ii) Why are Asian-Americans more likely to buy high tech products?; and
- iii) Analyse Asian-American buying motives.

