

**MASTER OF BUSINESS
ADMINISTRATION (MBA)
Term-End Examination
June, 2025**

MMPM-04 : INTERNATIONAL MARKETING

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Answer any ***three*** questions from Section A. Section B is compulsory. All questions carry equal marks.

Section—A

1. (a) Explain the different modes of entry in International Market.
- (b) Explain the reasons of going in for International Marketing.

2. (a) What is Culture ? Discuss the influence of culture on Business negotiations.
- (b) Discuss the different types of distribution channels available in International Marketing.
3. (a) What are the main methods of export pricing ? Explain them with example.
- (b) Discuss the role of social, ethical and environmental issues in International Marketing.
4. Write short notes on any *three* of the following :
 - (a) Regional Trade blocks
 - (b) Transfer pricing

- (c) International marketing research process
- (d) Social media and IMC
- (e) International product mix strategy

Section—B

5. Whirlpool Appliances are manufactured in 13 countries and marketed in approximately 140 countries around the world. Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances. Its growth, from primarily a U.S. manufacturer to 'world leader', is the result of strategic direction set in the mid 1980s and reaffirmed through an exhaustive and integrated strategic planning process in 1992.

In the 1980s, four manufacturers accounted for almost all major home appliance sales in the United States, a market where approximately 40 million appliances are sold annually. Each was a tough, seasoned competitor fighting for greater sales in a market predicted to grow little in the decade ahead. Whirlpool was one of those companies. Unable to find growth potential in the U.S. appliance market and unwilling to accept the status quo, the company began a systematic evaluation of opportunities—both inside and outside the appliance industry—worldwide. At the same time, Whirlpool established parameters within which decisions about the company's future

would be made. New ventures would provide opportunity for growth, build on existing company strengths, and be market driven. Leadership opportunities, too, would be a consideration.

With growth parameters established and study data in, the decision was made to remain focused on major home appliances but to expand into markets not already served by Whirlpool. The goal was world leadership in a rapidly globalizing major appliance industry in which approximately 190 million appliances are sold each year. A major acquisition in Europe, joint ventures with companies in Mexico and India and increased ownership in companies in

Canada and Brazil swiftly followed. Throughout the early 1990s, the company continued its expansion in Latin America and Europe and a manufacturing and marketing presence was established in Eastern Europe. And, to manage its small appliance business on a global basis, including the KitchenAid stand and hand mixers, a Small Appliance Business Unit was formed. In the past four years, Whirlpool has aggressively pursued its Asian strategy.

A headquarters office and four regional offices were established in 1993. Two years later, five majority-owned joint ventures were announced in India and China to

expand the company's Asian manufacturing base. In Asia, Latin America, North America, Europe, and in all the countries where it has a presence, Whirlpool seeks to set the standards against which the global major domestic appliance industry is measured. To that end, the company vigorously pursues the goals of its Worldwide Excellence System (WES). Initiated in 1991, WES incorporates the best of all Whirlpool quality programs, worldwide, with Malcolm Baldrige Award and International Standards Organization criteria to establish a common approach to quality, one that dedicates the company to

the pursuit of excellence and total customer satisfaction.

- (a) List the different alternative entry modes used by Whirlpool. Why was this entry strategy best for Whirlpool ?
- (b) Based on the case; discuss the level of Whirlpools international involvement and also highlight whether it is an exporter, international or global company. Support your answer.

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