



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FOURTH TRIMESTER (Batch 2017-19)

End TERM EXAMINATION, October 2018

Course Name	International Marketing	Course Code	MKT 403
Max. Time	2 hour	Max. Marks	40 MM

INSTRUCTIONS: Attempt all the questions.

Q1. Perceptions of a country can influence how consumers in other parts of the world react to the brands produced by the countries manufacturers. Sergio Marchionne, the CEO of Fiat, describes the company an "Italian based but not and Italian company". In the era of global business does a company or a brand's national identity still matter? Do you think these perceptions can be an attribute in decision making or influence other attributes in the process? Can companies counter negative country-of-origin images? 3+4+3=10 marks

Q2 Companies that operate in international markets must take into account local differences in language, culture, legal and regulatory requirements and distribution channels. Offering standard products in all territories can lead to failure if the product does not meet local market standards, requirements or regulations. Adaptation enables your company to succeed in individual markets by developing a thorough understanding of local requirements and modifying different aspects of your marketing strategy. Discuss the mandatory and non- mandatory adaptation used by companies giving relevant examples. 5+5=10 marks

Q3. Tata Global Beverages and Starbucks form Joint Venture to open Starbucks Cafes across India. Recently, IKEA launched its first store in Hyderabad through franchise model and became an instant hit. Why do firms go international? What are advantage s and disadvantages of Joint venture and Franchise mode of entry while expanding internationally? 5+5=10 marks

Q3. Based on the analysis of the case "Chopstick-Lickin' Dishes: KFC in China" answer the following questions. 5+5=10 marks

- i. Discuss the claims made in the last paragraph. Do you agree or disagree?

- ii. How far should KFC China go to keep its U.S. based roots or to adapt to its location's strategy?

Case: Chopstick-Lickin' Dishes: KFC in China

KFC owned by Kentucky- based Yum! Brands, started out as quintessential American fast food company, originally being named Kentucky Fried Chicken. What could be more patriotic than deep fried chicken wings with special roots in U.S. South?

In 1973, the company opened 11 restaurants in the British colony of Hong Kong but closed them within two years because it couldn't win over local consumers. Decades later, KFC returned opening up stores in Beijing and slowly adapting its model to the Chinese systems.

KFC Chinese manager's staff is young and hip. College - aged employees are encouraged to socialize over company-provided video games on their breaks. The goal is to create lifelong Yum! Brands customer. These practices helped to make the individual restaurant and feel localized, even family oriented.

Besides serving some American fare like dark meat chicken and corn on the cob, KFC sells more Chinese -Styled fast food to appeal to local tastes. Offerings include Dragon Twister , a chicken wrap in Peking duck-type sauce , spicy tofu chicken rice based on the cuisine of Sichuan province, home of China's hottest dishes, as well as fried dough sticks , egg tarts , shrimp burgers and soy milk drinks.

KFC actually advertises to appeal to Chinese culture. For example, in Urumqi, the capital of the Xinjiang province, a Muslim region of China, KFC advertises parties for family boys who have just undergone the religious ritual of circumcision, instead of just birthday parties like they do in Unites States.

Some claim that the everyday KFC in China moves further away from its U.S. roots. They believe that Chinese customers eating in KFC establishments really want the U.S. experience---with the colonel watching over them. Others think that adapting to local preference means KFC needs to drop forks for chopsticks. KFC-China, with a focus on consistent appreciation for the culture and unique needs of its consumers, might even become the birthplace of a new cuisine all together.

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