

M.B.A. DEGREE EXAMINATIONS: JANUARY 2009

Fifth Trimester

P07BA532 GLOBAL MARKETING MANAGEMENT**Time: Three Hours****Maximum Marks: 100****Answer ALL Questions:-****PART A (1 x 20 = 20 Marks)****1. CASE STUDY**

Basmati is aromatic rice grown in Northern India & Pakistan

In Sep 1997, Rice Tec, a small food technology company based in Texas, United States, was granted a patent by the US patent office to call an Aromatic rice variety developed in USA *Basmati*. India challenged the case, arguing that *Basmati* is unique aromatic rice grown in Northern India, & not name rice Tec could claim. In fact only inventions can be patented. Consequently, the US patent office accepted India's basic position, & Rice Tec had to drop 15 of the 20 claims that it had made. Of the remaining claims, Rice Tec managed to evolve three new varieties of rice for which it got a patent from US patent and trademarks office (USPTO), as India had not objected *Basmati* brand. Rather, it provides it a patent for superior three strains' of *Basmati* developed by crossbreeding a Pakistani basmati with a semi-dwarf American variety.

According to the WTO agreement, geographical indications like basmati can be legally protected and their misuse can be thus prevented. The unfortunate thing is that Government of India has not taken timely steps for protecting our geographical indications and bio-diversity. Although a Geographical Indication of Goods Bill was introduced in Indian parliament in 1999, even at the end of 2001 it had not become an Act.

Questions for discussion:

1. Can any of the following - Turmeric, Neem & the name Basmati be patented? If you are appointed as one of the Global marketing Managers how would you substantiate your answer?
2. Evaluate the role played by Government of India in preventing the misuse of the name Basmati. What are the different types of promotional strategies that can be adopted to promote this brand?

PART B (10 x 2 = 20 Marks)

2. Define Global Marketing.
3. Write about the different types of management orientations in the global context.
4. What is balance of payment?
5. Expand NAFTA, GATT, APEC, & ASEAN.
6. What is Sovereignty?
7. What is Global Market Segmentation?
8. What do you mean by high- tech Positioning?
9. Give few Threats of new entrants in the global market.
10. What is market skimming & Penetrating pricing?
11. What is Global Retailing?

PART C (4 x 15 = 60 Marks)

12. a. What do you mean by Global Marketing? Write the importance of Global marketing.

(OR)

- b. Describe the driving & restraining forces affecting global integration and global marketing.

13. a.i) Describe the Economic Forces which influences global business .

- ii) Highlight the political & legal environment of global marketing management.

(OR)

- b. Describe the Analytical Approaches to cultural Factors.

14. a. Highlight the cross cultural complications and its related solutions in global marketing.

(OR)

- b. Enumerate the sidestepping legal problems in the Indian context with respect to global marketing & important business issues relating to political & legal environments.

15. a. Describe the formal marketing research with reference to global marketing information systems.

(OR)

- b. What are the key players in an electronic value chain & which functions do they serve?
