

Unique Paper Code	:	61017919
Name of the Paper	:	Transnational and Cross Cultural Marketing (DSE 1)
Name of the Course	:	BMS
Semester	:	V
Duration	:	3 hours
Maximum Marks	:	75 Marks

Instructions for Candidates:

Attempt any four questions. All the questions carry equal marks.

Set A

1. “For a Transnational corporation, choosing which country to enter as a new market is a difficult and involves high risk, high return scenario.” Elaborate upon the relevance of this decision for a transnational company’s growth in a foreign market. Using the CAGE framework as suggested by Ghemawat, describe some of the factors that a corporation should consider while deciding which country to expand into. Taking the example of a FMCG product, which sort of expansion model/approach should it look towards employing and why.
2. Due to competition and shrinking domestic market, a moderate size Indian company in the salad dressing industry has decided to tap global markets. Suppose you were asked to prepare a cultural analysis for a potential market. What would you do? Outline the steps and comment briefly on each.
3. In July 2018, the Government of India increased the import duties on 76 textile items and followed up with increased duties on 328 textile items the next month. It also appointed a task force under the cabinet secretary, the senior-most civil servant, to look into ways of reducing import dependence. The stated aim is brazenly protectionist. On a TV program, a Finance Ministry official said the duties were levied on “simple” items that could easily be manufactured in India by small manufacturers. Another official in the prime minister’s office argued that India gained nothing by letting the Chinese dump simple items like plastic toys, kites, candles, clocks, and the like onto the Indian market, and protecting

their domestic manufacture would not affect India's overall competitiveness or productivity.

In the context of the above information answer the following:

Explain why and how countries use protectionism. Antidumping laws were designed to prevent foreign producers from "predatory pricing. Explain what is understood by dumping and how antidumping measures have extended protectionism?

4. Today many companies talk about localization, but find it difficult to do. Sometimes expatriate managers are unable or unwilling to train their successors. This can be a particular problem for Japanese companies. The standard practice in Japanese multinationals has been to rely on people sent from the home office, even for mid-level technical jobs. In part, this stems from a tradition of apprentice-style training, which can mean Japanese firms "struggle to get new people up to speed quickly," says Akihiko Kopp, principal of Japan Intercultural Consulting, a training firm. Language is often an added complication in going abroad. A further difficulty is that many Japanese expatriates and their families prefer to stay in America, say, rather than return home. As a result, Japanese employees abroad tend to hand over little responsibility to their local colleagues. Discuss the advantages and disadvantages of localization of executives. Do you think Japanese situation is applicable to other regions? Why or why not? Discuss strategic solutions regarding difficulties of localization for Japanese companies.
5. "Many times MNCs offer different brands (for a similar product) in the countries they operate in." In light of this statement, explain the logic behind having multiple brands in and for different markets. What are the advantages and disadvantages of this? Support your answer with pertinent examples.
6. MNCs need to make decisions regularly and clearly, making sure that their processes for determining prices are adapted to the unique conditions in emerging markets. Only then can local team leaders know what they should prioritize as they react to changing conditions on the ground. In this perspective should MNCs approach pricing as part of a broader set of strategic questions? Also outline the process of setting the price of a product in overseas market.