

[Time: 03.00 Hrs]

[Marks:60]

Please check whether you have got the right question paper.

- N.B:
1. Q.1 is compulsory and carries 20 Marks.
 2. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
 3. Figures to the right indicate full marks.

Q.1 (A) Solve the given Case Study:

(20)

- Pepsi has 37% global market share operating in 190 countries.
- At every level of Pepsi Cola Company great care is taken to ensure that highest standards are met in everything they do. In their product, packaging, marketing and advertising, they strive for excellence because they think their customer deserves better quality products. They promise to work towards improvements in all areas of their organisation.
- In their manufacturing and bottling process, strict quality controls are followed to ensure that Pepsi Cola products meet the same high standards of quality that customers expect from them. They also follow strict quality procedures during manufacturing and filling of their packages. Each bottle and can goes through inspection and testing process. Containers are rinsed and quickly filled through a high speed, state of the art process that helps prevent any foreign material from entering the product. Additional quality control measures help to ensure the integrity of Pepsi Cola products throughout the distribution process from warehouse to store shelf.
- Pepsi Cola local bottlers determine which products to pack and sell in their territory based on local consumer demand and other market factors.
- Pepsi has a big enough market share to challenge Coca Cola. They have their best balance of promotions, communicating to their target audience through celebrities like Robbie Williams, David Beckham, Britney Spears, etc. The Pepsi chart also helps in promoting as the youth like music. Pepsi is gaining the football market from Coke. Pepsi also promotes on internet, newspaper, through sponsorships, radios, etc.
- Pepsi also promote its products in the supermarkets by keeping discounts like buy one get one free. It also keeps competition with great prizes which catches the eye of the consumer.

Answer the following questions with respect to the above information:

- Q1. Describe in detail, the initiatives taken by Pepsi to be one of the global market leaders.
- Q2. What are some of the issues faced by companies on the global platform, how can Pepsi overcome these challenges?

Q.2 Any two from (a) or (b) or (c): (10)

- (a) List the types of barriers to international trade.
- (b) Explain the concept of country risk analysis
- (c) Describe any 2 modes of entry into international business.

Q.3 Any two from (a) or (b) or (c): (10)

- (a) What is International Business? Give examples.
- (b) What is ADR & GDR? (5 Marks)
- (c) Enlist a few drivers of FDI.

Q.4 Any two from (a) or (b) or (c): (10)

- (a) What is a Foreign direct investment?. Explain with an example.
- (b) Why do companies decide to enter International markets?
- (c) Why is the World Trade Organisation important?

Q.5 Any two from (a) or (b) or (c): (10)

- (a) What are the techniques of assessing country risk?
- (b) How does offshore banking work? Explain.
- (c) Explain the factors of CAGE framework.

Q.6 Any two from (a) or (b) or (c): (10)

- (a) What are the factors of PESTEL analysis?
- (b) Explain the franchising model.
- (c) Explain any 2 modes of entry into International markets.

Q.7 Any two from (a) or (b) or (c): (10)

- (a) What are the advantages and disadvantages of exporting?
- (b) Who is an expatriate?
- (c) Explain Perlmutter's EPRG framework.