

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER - III-EXAMINATION- SUMMER-2023

Subject Code: 1539312**Date: 22/06/2023****Subject Name: Global Marketing & Communication****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make Suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

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|------------|--|-----------|
| Q.1 | Definitions | 14 |
| | (a) Glocal | |
| | (b) piggybacking | |
| | (c) Express Warranty | |
| | (d) Rigid cost-plus pricing | |
| | (e) Types of Retailers | |
| | (f) Adaptation | |
| | (g) Touch point | |
| Q.2 | (a) What is "global marketing" and how does it differ from "regular marketing"? Giving examples of at least one major corporation that explains these differences. | 07 |
| | (b) What are the distinguishing features between Centrally Planned Socialism and Centrally Planned Capitalism? Give examples of two or more countries which follow these systems | 07 |
| | OR | |
| | (b) Explain with examples the benefits of competitive advantage and show how globalization presents companies with unprecedented opportunities? | 07 |
| Q.3 | (a) How can we classify the product strategy according to which product is marketed without any change in the foreign market? Discuss in reference with Market Expansion Strategies. | 07 |
| | (b) What issues must be considered in selecting an advertising agency for global advertising? | 07 |
| | OR | |
| Q.3 | (a) Demographic changes can create opportunities for marketing innovation. Justify this statement using examples. | 07 |
| | (b) Nike provides technical specifications to a subcontractor or local manufacturer for its products. What is this arrangement called and what are its major benefits and drawbacks? | 07 |
| Q.4 | (a) McDonald's and other fast food restaurants have benefitted tremendously by using franchising as a mode of entry into different countries. What are the benefits of franchising and how does it differ from other modes of entry? | 07 |

- (b) What are brands, and what are their functions in global marketing? How do brands develop their image, identity, and equity? Are global product and global brands the same? **07**

OR

- Q.4** (a) How can price be used as a strategic variable to achieve specific financial goals? Under what conditions should skimming or penetration pricing be adapted as strategy? **07**
- (b) There is an ongoing debate between "standardization" versus "adaptation" pertaining to global advertising. Explain how different sides of the arguments fit into the global context. **07**

Q.5 According to spending data released by Visa Asia Pacific in March 2006, India emerged as the fastest-growing market in the Asia-Pacific in terms of international tourist spending. The data revealed that international tourists spent US\$ 372 million in India in the fourth quarter (October-December) of 2005, 25% more than in the fourth quarter of 2004. China, which came second in the region, was successful in making international tourists fork out US\$ 784 million in Q4 2005, a growth of 23% over its Q4 2004 figures. The tourist spending figures for India would have pleased the Indian tourism ministry, which had been targeting the high-end market through its long-running 'Incredible India' communication campaign.

Also, the fact that India was able to earn around half of what China could, in spite of attracting only a fraction of the number of tourists that its neighbour managed to lure, indicated that the campaign had been successful in achieving its objective.

The 'Incredible India' campaign was an integrated marketing communication effort to support the Indian tourism industry's efforts to attract tourists to the country. The campaign projected India as an attractive tourist destination by showcasing different aspects of Indian culture and history like yoga, spirituality, etc. The campaign was conducted globally and received appreciation from tourism industry observers and travelers alike.

However, the campaign also came in for criticism from some quarters. Some observers felt that it had failed to cover several aspects of India which would have been attractive to the average tourist. Others felt that it would have been better to build the necessary tourism infrastructure before launching the marketing campaign, especially as, according to them, much of this infrastructure was on the verge of falling apart. Still others were of the view that India was not on the itinerary of millions of tourists not so much because the country was unable to market itself, but more because of poor connectivity, exorbitant taxes, visa problems, unsanitary conditions, and shortage of affordable, good quality accommodation. Some of them even argued that the future of the Indian tourism industry depended more on solving the infrastructure problems rather than on an extravagant communication campaign.

Before 2002, the Indian government regularly formulated policies and prepared pamphlets and brochures for the promotion of tourism; however, it did not support tourism in a concerted fashion

(Refer Exhibit I for the tourism policy initiatives of the GoI). As a result, the country attracted very few tourists. A country like France, six times smaller than India, attracted around 20 times the number of tourists that India managed to draw (Refer Exhibit II for the world's top ten tourist destinations). That this was the case in spite of France not being able to offer the sheer variety in terms of geography, cuisine, culture, and experiences that India could, was perhaps an indication of the extent to which previous governmental efforts to promote tourism had been unsuccessful. However, in 2002, the tourism ministry made a conscious effort to bring in more professionalism in its attempts to promote tourism. It formulated an integrated communication strategy with the aim of promoting India as a destination of choice for the discerning traveler. The tourism ministry engaged the services of Ogilvy & Mather (India) (O&M) to create a new campaign to increase tourist inflows into the country. The 'Incredible India' campaign, as it was called, was launched in 2002 with a series of television commercials and print advertisements

Travel industry analysts and tour operators were appreciative of the high standards of the 'Incredible India' campaign. "The promo campaign is making a powerful visual impact and creating a perception of India being a magical place to visit," said Anne Morgaon Scully, President, McCabeBremer Travel, Virginia, USA. Average travelers too appeared to find the campaign interesting and informative, going by the favorable comments on blogs on travel websites. Although the 'Incredible India' campaign was generally well received, industry observers differed in their opinions on the positioning of India in the campaign. For example, G.S.Murari, Director, Fidelis Advertising and Marketing Pvt. Ltd., said he was uncomfortable with the tagline 'Incredible India'. He was of the opinion that since India was not a uni-dimensional country like Singapore or the Maldives, using a word like 'incredible' to describe India as a whole was not appropriate. He argued that a single word could never describe a multi-faceted country like India.

In spite of the upward trend in tourist arrivals following the 'Incredible India' campaign, the fact that India - the seventh largest country in the world in terms of area - received only a fraction of the number of tourists that a city like Hong Kong received indicated the enormous potential that still existed for tourism. According to an article in the April 2005 issue of Newsweek International, unlike traditional tourists who were content being passive spectators, modern tourists were increasingly interested in engaging with the places they visited. The article listed volunteer tourism, luxury and vacation home, travel seeking spirituality, private islands and air cruises in private jets as the major emerging trends in the global tourism industry. Some of these trends were visible even in India. For example, in March 2006, Thai Airways announced a charter

flight service from Bangkok, Thailand, to Varanasi, India, for visitors to India's Buddhist tourist circuit

- (a) Analyze marketing communication campaigns and their components in Incredible India Campaign. **07**
- (b) Discuss the factors that contribute to the success of a communication campaign **07**

OR

- (a) There are lots of challenges in conducting a worldwide campaign to promote a country as a tourist destination, particularly with regard to the number and variety of stakeholders involved, and their possible responses. Discuss. **07**
- (b) Give your opinion about such a campaign. Is it required? If yes how? **07**
