



DF-5516

**M. B. A. (Full Time) (Sem. III) (CBCS) &
M. B. A. (Eve.) (Sem. III) (CBS)
(Regular & ATKT) & (New Course - ATKT) Examination
March / April - 2016
Global Business Management**

Time : 3 Hours]

[Total Marks : 70/100

Instructions :

(1)

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
M.B.A. (Full Time) (Sem.III) (CBCS) & M.B.A. (Eve.) (Sem.III) (CBS) (Regular & ATKT) & (New Course - ATKT)	<input type="text"/>
Name of the Subject :	<input type="text"/>
Global Business Management	<input type="text"/>
Subject Code No. : <input type="text" value="5"/> <input type="text" value="5"/> <input type="text" value="1"/> <input type="text" value="6"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

- (2) Marks are indicated on right.
(3) Question 7 is compulsory. Attempt any four from 1,2,3,4,5 and 6.

- 1 'The Merchandise Export from India Scheme (MEIS) of FTP policy 2015-20 will increase exports from India'. Critically examine the statement. **14/20**
- 2 Develop a list of products that may have good acceptance in Dubai. Select one of these and discuss the marketing of the product in Dubai. **14/20**
- 3 Critically examine the role of Export Promotion Council in promoting exports from India. **14/20**
- 4 'The marketing strategy for mobile phones globally will be identical'. Discuss in relation to global Competition. **14/20**
- 5 'Marine insurance is mandatory.' Explain in relation to advantage to exporter. **14/20**

- 6 Write short notes : (any two) 14/20
(a) Export Finance
(b) Personnel Selling in International Market.

- 7 Read the case and answer the questions : 14/20

U.S. Pharmaceuticals (USP) is a U.S. firm with about 30 per cent of its sales outside the United States. USP concentrates on the ethical drug business but has diversified into animal health products, cosmetics, and some patent medicines. These other lines account for about one-fourth of USP's \$800 million sales.

USP's international business is conducted in some 70 countries, mostly through distributors in those markets. In six countries, however, USP has manufacturing or compounding operations. (Compounding refers to the local mixing, assembling, and packaging of critical ingredients shipped from the United States.) USP's only Latin American manufacturing/compounding operations are in Latinia, a country with a population of about 30 million. Some products are shipped from Latinia to other Latin American markets.

USP has run into a problem in Latinia recently with its newest drug, Corolane 2. This drug is effective in treating certain intestinal diseases and infections. The drug has been under development for several years. Three years ago, when it showed considerable promise in the extensive testing process, USP registered the name Corolane 2 in the United States and several other major world markets. Last year, USP introduced Corolane 2 in the United States and several large foreign markets. Its early promise was confirmed by its quick acceptance by the medical profession in these countries.

Because of Corolane 2's initial success, USP plans to introduce it in all of its foreign markets. It planned both to manufacture and to market the drug in Latinia. A problem arose, however, because Jorge Rodriguez, a Latinian citizen, had already registered local rights to the name Corolane 2. Though a questionable procedure, this is perfectly legal, for Latinia is a code law country that gives exclusive rights to trade names according to priority in registration rather than to priority in use, which is the basis for exclusive rights in the United States. Furthermore, Latinia is one of several countries around the world that is not a member of the international patent and trademark agreements.

The problem for USP was that it could not sell Corolane 2 under that name in Latinia because Rodriguez owned the rights of it. Of course, Rodriguez was quite willing to sell his rights to the Corolane 2 name for \$ 20,000.

Registering foreign brand names was Rodriguez's way of supporting himself. He made a good living by subscribing to foreign trade and technical publications (especially in the medical field) and registering all the new names he found. Not all of these names would be exploited in Latinia, but enough of them were to make it profitable for him. Corolane 2 was a typical case. Early in its development process there were journal articles telling of successful tests and applications. As soon as the name Corolane 2 was mentioned in one of these articles, Rodriguez registered it in Latinia. It turned out that he beat USP lawyers to the registration by just two weeks.

USP had encountered problems like this before in Latinia and some other countries. It conducted R&D on many projects, most of which did not reach the market. Some company officials believed it was not profitable to register every new product name in every market.

Questions :

- (1) Identify and evaluate the alternatives open to USP in Latinia.
- (2) What variables are important in this decision ?
- (3) How could this kind of problem be avoided ?
