

Part 1 (Answer both questions)

Q1. In the “Fair & Lovely” case, discuss your stance: Do you support the position of AIDWA (All India Women’s Democratic Association) or do you support the notion that ads are merely a reflection of society? Assess your stance, the current mood in the market in the context of skincare products, and come up with your “advertisement” theme (USP) and strategy. Suggest embellishments to your strategy from a total IMC perspective. Imagination will be rewarded commensurately. (40)

Q2. What were three “big” takeaways from the country you researched? Identify the three biggest “marketing” challenges in the particular country and how they may be addressed for the product/service you proposed? Now come up with an alternative product/service (very different from that of your project) for the country you researched and propose a marketing strategy (35)

Part 2 (Answer i and any one of the following questions – 10 points each)

- i) Discuss the five characteristics of innovations and how they may be used to increase the rate of product diffusion of microwave ovens in India (case was provided for Exam-2)
- ii) What are the pros and cons of standardizing advertisements for a company’s global market? What might be some conditions for considering standardization of ads?
- iii) What constitutes “quality?” Discuss why ISO-9000 may be important for US companies conducting business overseas?
- iv) Managing distribution is managing competitiveness? Discuss. How might firms “optimize” distribution costs?
- v) If a buyer overseas is unable to pay you in hard currency, what alternatives may be considered? What is the problem of “parallel imports” and what options are available to counteract this problem?

Grammar, spelling, general editing (5 points).

Have a great summer and “best wishes” to all graduating students. Stay in touch!