



ASSIGNMENT MEMORANDUM

SUBJECT : ADVANCED GLOBAL MARKETING 4 (AGM401)

ASSIGNMENT : 2ND SEMESTER 2011

References are to the prescribed textbook: Kotabe, M., and Helsen, K. 2010. *Global Marketing Management*. 5th ISE. New Jersey: John Wiley & Sons.

QUESTION 1 [15]

Kotabe & Helsen (2010: 2-8) provide a number of factors that drive globalisation. These factors include:

- The saturation of domestic markets
- The development of emerging markets
- Increased global competition
- Increased global cooperation
- The Internet revolution taking place.

It is expected of the student to take these factors into account when identifying and explaining Carrefour's entry into India. Each of the factors identified should also be clearly motivated.

QUESTION 2 [20]

The marketing environment of a country is made up of the following environments:

- Economic and financial environments
- Political and legal environments
- Cultural environment
- Technological environment
- Competitive environment.

Chapters 2, 3, 4 and 5 in Kotabe & Helsen (2010) provide guidance on the aspects included in the global marketing environment.

It is expected of the student to identify one major challenge or opportunity in each of the environments as identified above. The case study is structured in such a way that each environment is separately addressed presenting relevant information on each environment. The student should furthermore clearly motivate in each instance how and why a particular issue poses an opportunity or challenge.

QUESTION 3**[20]**

Kotabe & Helsen (2010: 225-227) provide a discussion of possible segmentation approaches Carrefour could follow in India. These include:

- Country-as-segments or aggregate segmentation
- Disaggregate international consumer segmentation
- Two-stage international segmentation.

It is expected of the student to select one of these segmentation approaches that will work best for Carrefour in India and clearly motivate why this approach is chosen.

Kotabe & Helsen (2010: 227-229) present three different segmentation scenarios available to the global marketer. They include:

- Universal or global segments
- Regional segments
- Unique or diverse segments.

It is expected of the student to select one of these segmentation scenarios that is most applicable to Carrefour in the Indian market and clearly motivate why this scenario is chosen.

Kotabe & Helsen (2010: 229-235) present different bases of segmentation the global marketer could use to segment the market. The broad bases of segmentation include:

- Demographics
- Behaviour-based segmentation.

It is expected of the student to identify very specific bases of segmentation within these broad bases of segmentation for Carrefour to segment the Indian market. This should be based upon the information presented in the case study about the Indian market.

The last part of this question requires the student to indicate the segment in the Indian market that will be most attractive for Carrefour to serve. The segment should be described in terms of the bases of segmentation selected above. The segmentation approach, scenario and bases of segmentation chosen will all have an impact on the ultimate segment being described.

QUESTION 4**[10]**

Kotabe & Helsen (2010: 299-317) provide a discussion of the different modes of market entry available to the global marketer as well as the advantages and benefits of each. The student should suggest a mode of market entry he or she thinks will work the best for Carrefour in the Indian market. The choice of market entry mode should be motivated based upon the case study with reference to the decision criteria for mode of entry presented on pp. 294-299 in Kotabe & Helsen (2010) as well as possible advantages and disadvantages of the different modes of market entry.

QUESTION 5**[25]**

Chapters 10 to 16 deal with global marketing strategy development.

It is expected of the student to suggest a suitable marketing strategy to deal with each of challenges or opportunities identified in Question 2. The student should take the following into account in developing a marketing strategy response to each of the challenges or opportunities:

- Global product development
- The marketing of products and services globally
- Global pricing decisions
- Issues related to communicating with global consumers
- Sales management
- Global logistics and distribution decisions
- Export and import management decisions.

Each choice should be clearly motivated.

PRESENTATION**[10]**