

MBA SEMESTER-IV

MARKETING GROUP

MKG 405

INTERNATIONAL MARKETING



Yashwantrao Chavan
Maharashtra Open University



MBA : SECOND YEAR

SEMESTER IV

MARKETING GROUP

International Marketing

Unit 1	The Concept of International Marketing	1
Unit 2	Role of Economic Institutions & WTO in International Marketing	37
Unit 3	Scanning the International Marketing Environment	63
Unit 4	International Market Research	91
Unit 5	Decision Making Process for International Markets	133
Unit 6	Entering International Markets	167
Unit 7	Product Strategy for International Markets	193
Unit 8	Building Brands in International Markets	221
Unit 9	Pricing for International Markets	253
Unit 10	International Logistics and Distribution	285
Unit 11	Export and Import Procedure and Documentation	317
Unit 12	Foreign Trade Policies of India	357
Unit 13	Emerging Issues in International Marketing	389

YASHWANTRAO CHAVAN MAHARASHTRA OPEN UNIVERSITY

VICE-CHANCELLOR : Prof. E. Vayunandan

DIRECTOR, SCHOOL OF COMMERCE & MANAGEMENT : Dr. Pandit Palande

NATIONAL ADVISORY BOARD

Dr. Pandit Palande
Former Vice Chancellor
Director, School of Commerce
& Management,
Yashwantrao Chavan Maharashtra
Open University, Nashik

Prof. Devanath Tirupati,
Dean Academics,
Indian Institute of Management (IIM)
Bangalore.

Dr. Surendra Patole
Assistant Professor,
School of Commerce &
Management,
Yashwantrao Chavan Maharashtra
Open University, Nashik

Prof. Sudhir. K. Jain
Former Vice Chancellor
Professor & Former Head
Dept. of Management Studies
Indian Institute of Technology (IIT)
Delhi

Prof. Karuna Jain,
Director,
N I T I E, Vihar Lake,
Mumbai

Dr. Latika Ajitkumar Ajbani
Assistant Professor,
School of Commerce &
Management,
Yashwantrao Chavan Maharashtra
Open University, Nashik

Prof. Vinay. K. Nangia
Professor & Former Head
Department of Business Studies,
Indian Institute of Technology (IIT)
Roorkee

Authors

Editor

Dr. Sheetal Sharma
Dean Academics & Professor
IILM Lucknow
Uttar Pradesh, India

Dr. Latika Ajitkumar Ajbani
Assistant Professor, YCMOU

Dr. Surendra Patole
Assistant Professor, YCMOU

Dr. Vinay Sharma
Associate Professor
Department of Management Studies
Indian Institute of Technology (IIT)
Roorkee, Uttarakhand, India
Visiting Professor, IIM, Lucknow

Instructional Technology Editing & Programme Co-ordinator

Dr. Latika Ajitkumar Ajbani
Assistant Professor
School of Commerce & Management
Yashwantrao Chavan Maharashtra
Open University, Nashik

Production

Shri. Anand Yadav
Manager, Print Production Centre, Y. C. M. Open University, Nashik- 422 222

Copyright © Yashwantrao Chavan Maharashtra Open University, Nashik.

(First edition developed under DEB development grant)

- ❑ First Publication : February 2018
- ❑ Cover Design : Shri. Avinash Bharne
- ❑ Printed by : Shri. Ajit Modak, M/s. Print Lines, A-Road, NICE, Satpur, Nashik - 422 007
- ❑ Publisher : Dr. Dinesh Bhonde, Registrar, Y. C. M. Open University, Nashik-422 222

❑ Publication No. : 2265

ISBN : 978-81-8055-455-1

MKG 405

UNIT 10 : INTERNATIONAL LOGISTICS AND DISTRIBUTION

*International Logistics
and Distribution*

10.0 Unit Objectives

10.1 Introduction

10.2 The Economic Importance of International Logistics

10.3 Components of International Logistics and Distribution

10.3.1 Methods of Entry into foreign markets

10.3.1.1 Indirect Exporting

10.3.1.1.1 Export Trading Company

10.3.1.1.2 Export Management Corporation

10.3.1.1.3 Piggy Backing

10.3.1.2 Active Exporting

10.3.1.2.1 Agent

10.3.1.2.2 Distributor

10.3.1.2.3 Marketing Subsidiary

10.3.1.3 Production Abroad

10.3.1.3.1 Contract Manufacturing

10.3.1.3.2 Licensing

10.3.1.3.3 Franchising

10.3.1.3.4 Joint Venture

10.3.1.3.5 Subsidiary

10.3.1.4 Parallel Imports

10.3.1.5 Others

10.4 International Contracts

10.4.1 International Sales Contract and the CISG

10.4.2 Agency Vs. Distributorship

10.4.2.1 Elements of an Agency or Distributorship Contract

10.4.2.1.1 Contract Language

10.4.2.1.2 Good Faith

NOTES