



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2019)

School: School of Management

Program: MBA BIS

Course: Trend analysis and forecasting

Course Code: ATD602

Semester: III

Max Marks: 60

Duration (mins): 90 min

This question paper has two sections A and B.

Section A: 30 marks

Answer any 2 of the following questions. Each question carries 15 marks.

1. "The whole universe is a potential market for your products". Discuss the various market entry strategies that need to be evolved to exploit this potential.
2. What are the barriers to international trade? List and explain all the types of barriers to international trade.
3. Explain the following:
 - a) Impact of Global sourcing on Indian industry.
 - b) Methods of payment in international trade.
4. How incidents in the political scenario impact the fluctuation in the currency value? What sectors you think India should focus on reduce the rupee depreciation?
5. Explain different data collection techniques for a company which is into the sales of pharmaceuticals?

Section B: 30 marks

A. This section consists of case studies.

B. All questions are compulsory.

1. Case study: 15 marks

Mahindra & Mahindra (M & M) is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years, the tractor market in India has been stagnating during 1998-1999 to 2000-2001. M & M has been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad. M & M has a 100 per cent subsidiary in USA, Mahindra USA, with a strong network of 100 dealers. Mahindra has a five per cent market share in the US market in the 20-30 horse power (HP) range. As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding (MoU) with the Korean tractor major Tong Yang, a part of the \$ 2 billion Tong Yang Moolsam group, according to which Mahindra will source high horse power (mostly 25-40 hp range) and sell them around the world under the M & M brand name. To start with, the premium range of tractors will be sold in the US. M & M's current tractor range is more utility-oriented and lacks the aesthetic appeal that Tong Yang's tractors have, a must for a strong presence in the US market.

Questions

- 1) What are the advantages and disadvantages of global sourcing?
- 2) How will the foreign market expansion help M & M?
- 3) How does the strategic alliance with Tong Yang benefit M & M?
- 4) What are the possible risks of the alliance? How can they be overcome/minimised?

2. Case Study: 15 marks

You are the National sales manager for a car company in India. Following is the sales for your E- class product line for the year 2018 and 2019. Based on the following information, kindly answer the following questions:

Month	E-class Sales 2018	E-class Sales 2019
<i>Jan</i>	250	550
<i>Feb</i>	300	520
<i>Mar</i>	350	500
<i>Apr</i>	275	475
<i>May</i>	110	330
<i>Jun</i>	300	550
<i>Jul</i>	290	570
<i>Aug</i>	220	475
<i>Sept</i>	375	550
<i>Oct</i>	330	620
<i>Nov</i>	430	675
<i>Dec</i>	250	520

- A. How important is the past data in estimating the future data?
- B. What could be the possible reasons for dip and rise of sales in particular months?
- C. Kindly make a forecasting plan for the year 2020 by explaining the possible ways of collecting the data?