



NEW SCHEME

Fourth Semester MBA Degree Examination, July 2007
Business Administration
International Marketing Management

Time: 3 hrs.]

[Max. Marks:100

Note : 1. Answer any **FOUR** full questions from Q.No.1 to 7.
2. Q.No.8 – case study is compulsory.

- 1 a. What is piggyback marketing in the global context? (03 Marks)
b. Discuss the criteria of choice between surface and air transport and advantages of air transport. (07 Marks)
c. Explain the alternative strategies for global product planning in the context of geographical expansion with examples. (10 Marks)
- 2 a. What is green marketing? (03 Marks)
b. Discuss the usefulness of trade fairs and exhibitions in international marketing. (07 Marks)
c. What are the pricing objectives normally considered by global marketers? (10 Marks)
- 3 a. What is generic promotion? Give two examples. (03 Marks)
b. Discuss the significance of the EPRG framework (orientations) in global marketing. (07 Marks)
c. Explain the different market entry strategies adopted by international marketers. (10 Marks)
- 4 a. What is counter trade? Give three examples. (03 Marks)
b. Explain the environmental factors affecting international trade. (07 Marks)
c. Discuss the major issues involved in international retailing. (10 Marks)
- 5 a. What are INCOTERMS? Give three examples. (03 Marks)
b. What are the problems in gathering primary data in global marketing research? (07 Marks)
c. Critically review the institutional infrastructure for export promotion in India. (10 Marks)
- 6 a. What is meant by sourcing in global marketing? Give two examples. (03 Marks)
b. What is BOP equilibrium? Which are the instruments of trade policy used to achieve the equilibrium? (07 Marks)
c. Discuss the important schemes provided by government of India to assist exporters in their marketing effort? (10 Marks)
- 7 a. What are special economic zones? Give two examples of SEZ in India. (03 Marks)
b. What are export houses and their different categories? (07 Marks)
c. Explain the significance of international logistics management and its major components. (10 Marks)

Contd.... 2

8 CASE STUDY:

The Costs of Delay

The public sector Indian Oil Corporation (IOC), the major oil refining and marketing company which was also the canalizing agency for oil imports and the only Indian company in the Fortune 500, in terms of sales, planned to make a foray into the foreign market by acquiring a substantial stake in the Balal Oil Field in Tran of the Premier Oil. The project was estimated to have recoverable oil reserves of about 11 million tones and IOC was supposed to get nearly four million tones.

When IOC started talking to the Iranian company for the acquisition in October 1998, oil prices were at rock bottom (\$11 per barrel) and most refining companies were closing shop due to falling margins. Indeed, a number of good oil properties in the Middle East were up for sale. Using this opportunity, several developing countries "made a killing by acquiring oil equities abroad".

IOC needed government's permission to invest abroad. Application by Indian company for investing abroad is to be scrutinized by a special committee represented by the Reserve Bank of India and the Finance and Commerce Ministries. By the time the government gave the clearance for the acquisition in December 1999 (i.e., more than a year after the application was made), the prices had bounced back to \$24 per barrel. And the Elf of France had virtually taken away the deal from under IOC's nose by acquiring the Premier Oil.

The RBI, which gave IOC the approval for \$15 million investment, took more than a year for clearing the deal because the structure for such investments were not in place, it was reported.

Questions:

- a. Discuss the internal, domestic and global environments of business revealed by this case.
- b. Discuss whether it is the domestic or global environment that hinders the globalization of Indian business.
- c. What would have been the significance of the foreign acquisition to IOC?
- d. What are the lessons of this case?

(20 Marks)

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Fourth Semester MBA Degree Examination, June-July 2009
International Marketing Management

Time: 3 hrs.

Max. Marks:100

Note : Answer any FIVE full questions. Q.No. 8 is compulsory.

- 1
 - a. Differentiate the term WTO and GATT. (03 Marks)
 - b. Explain the concept International marketing and write down the difference between Domestic marketing and International marketing. (07 Marks)
 - c. What is EPRG framework? Explain the International Orientation of EPRG with examples. (10 Marks)

- 2
 - a. Explain the term TRIMS. (03 Marks)
 - b. What are the difficulties in collecting data for Global Marketing Research? Explain with examples. (07 Marks)
 - c. Describe the various issues affecting International Retailing with five examples. (10 Marks)

- 3
 - a. Write short notes on inco terms. (03 Marks)
 - b. What do you mean by BOP? Explain the components of BOP. (07 Marks)
 - c. As a marketing executive, describe the guidelines to organize a trade show with examples. (10 Marks)

- 4
 - a. Write short notes on Green Marketing. (03 Marks)
 - b. What do you mean by Marine Insurance? Explain the types of marine policies with examples. (07 Marks)
 - c. Describe the process involved in Internationalization with examples. (10 Marks)

- 5
 - a. Write short notes on NAFTA. (03 Marks)
 - b. Describe the different kinds of export documents with examples. (07 Marks)
 - c. "Personal selling is the most influencing promotional tool in International Marketing" Explain with examples. (10 Marks)

- 6
 - a. Write short notes on Price Quotation. (03 Marks)
 - b. Explain the term "UNCTAD". Write down the principles and functions of UNCTAD. (07 Marks)
 - c. Explain the impact of New Foreign Trade policy of India on various sectors. (10 Marks)

- 7
 - a. Write short notes on Modes of Transportation. (03 Marks)
 - b. Explain the concept Franchising in International Marketing with examples. (07 Marks)
 - c. Explain the role played by Government in promoting Agri – products in International market with examples. (10 Marks)

8 CASE STUDY :

LRK Ltd is a leading food processing company, had problems in production after it built a pineapple cannery at the delta of a river in Mexico. It built the pineapple plantation upstream and planned to barge the ripe fruit downstream for canning, load them directly on ocean liners, and ship them to the company's various markets. When the pineapples were ripe, however the company found itself in trouble. Crop maturity coincided with the flood stage of the river. The current in the river during this period was far too strong to permit the backhauling of barges upstream. The plan for transporting the fruits on barges could not be implemented.

With no alternative means of transport, the company was forced to close the operation. The new equipment was sold for 5 percent of original cost to a maxico group that immediately relocated the cannery. A seemingly simple harmless over-sight of weather and navigation condition was the primary cause for major losses to the company.

Questions :

- a. Identify the problems involved in the case and give suitable solutions to solve them.
- b. As a marketing executive, suggest the ways to prevent the losses.
- c. What are the difficulties in marketing of fruits in the global markets?
- d. "The company was forced to close the operations", explain the reasons. (20 Marks)

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Fourth Semester MBA Degree Examination, May/June 2010
International Marketing Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q. No. 1 to Q. No. 7.
2. Question No. 8 is compulsory.

- 1 a. Define the term international marketing. (03 Marks)
b. What are the major changes of global market that will continue in the future? (07 Marks)
c. Briefly explain the different international orientations of a company. (10 Marks)
- 2 a. What do you mean by the term "Back translation"? (03 Marks)
b. What are the major challenges faced by the researcher while gathering primary data for international marketing research? (07 Marks)
c. Explain the process of marketing research in international context. (10 Marks)
- 3 a. What is multicultural research? (03 Marks)
b. Briefly explain the planning process adopted in international marketing. (07 Marks)
c. Explain in detail, any two modes of entry followed in international marketing. (10 Marks)
- 4 a. What do you mean by the term green marketing? (03 Marks)
b. What are the major barriers for a company to enter global markets for consumer services? (07 Marks)
c. What are the three major components of a product? Discuss their importance in product adaptation. (10 Marks)
- 5 a. Define the term parallel import. (03 Marks)
b. Briefly explain the role of trade shows in business to business marketing. (07 Marks)
c. What are the strategies built by foreign multinationals for their operation in India? (10 Marks)
- 6 a. What do you mean by licensing? (03 Marks)
b. Write a note on India – a hub for globalization. (07 Marks)
c. Write note on any two of the following :
i) Counter trade
ii) Transfer pricing
iii) Costing pricing. (10 Marks)
- 7 a. What do you mean by FOB in international trade? (03 Marks)
b. What are the major constraints for advertising in international marketing? (07 Marks)
c. What are the major documents required for exporting goods to foreign countries? (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

CASE STUDY**ROYAL PHILIPS ELECTRONICS OF NETHERLANDS : Managing the global home .**

Timeline of Philips : The foundation of the company was laid in 1891 with an objective of making it one of the world's biggest electronics companies, when, Gerard Philips established a production and marketing unit in Eindhoven, the Netherlands, to manufacture incandescent lamps and other electrical products.

Mile stones	(major)
1914 –	Research laboratory
1918 –	Medical X-Ray
1927 –	Radio
1939 –	Electronic shaver
1963 –	Integrated circuits and compact audio cassettes

Royal Philips electronics is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 29 billion in 2003. It is a global leader in colour T.V. sets, lighting, electric shavers and medical diagnostic imaging. Its 165,300 employees in more than 60 countries, are active in the areas of lighting, consumer electronics, domestic appliances, semiconductors and medical systems. The commercialization of display technology was done by working with Sony and customized display solutions for innovative mobile services. The longstanding partnership has resulted in more than 100 patents between all the companies (E Ink corporation, Sony, Toppan printing).

Current Phase of Growth :

The European consumer electronics industry has experienced dramatic centralization and concentration. The main features of this development are the establishment of a mixed membership design which allows multinational enterprises to become direct members of the European association, a significant shift of competences and resources from national associations to the European organization and the integration of Japanese and Korean firms into the European association. Philips analyzes the behavioural attributes of customers and psychodynamics in different countries and focuses on their preferences.

Cooperation with world leader in their specific businesses enables Philips to rapidly expand its portfolio of appealing consumer products and services.

With the combination of seven European telecom partners in all – Telefonica, KPN, British telecom, Belgacom, France telecom, Telecom Italia and T-com – Philips will be able to target a growing base of over seven million consumers in largest European markets.

“Let's make things better” provides a strong, instantly recognizable campaign platform for all Philips products.

New Global Thinking :

Philips has laid down new prepositions to reap better competitive gains and strengthen their marketing by building new strategies that help increase the pace of innovation in the face of stepped – up competition by commodity players, and breaks down the current organizational structure of customer electronics companies and focus on more flexible product development and manufacturing by emphasizing on sales, marketing with a spirit of cooperative competition. However, the company relies on alliances and partnerships to expand the customer electronics market beyond its boundaries into new categories to address the changing lifestyle needs of consumers.

Consumers, in general, do not express their deep concern about how technology works, but they intend to buy solutions that enrich their lives. More than the highest quality or lowest prices global consumers demand honesty and respect from retailers and brand manufacturers.

Questions :

- What are the major attributes of Philips in enhancing its performance? **(05 Marks)**
- What was the reason behind centralization, experienced in European countries, for consumer electronics? **(05 Marks)**
- What are the new plans the company has for gaining the competitive advantage? **(05 Marks)**
- What strategy the company has in mind to provide telecom services in Europe? **(05 Marks)**

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