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**Fourth Semester MBA Degree Examination, June 2012**  
**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 is compulsory.**

- 1 a. Explain the term “international marketing”. (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)
- 2 a. What is multicultural research? (03 Marks)  
b. What are the major changes of global market that will continue in future? (07 Marks)  
c. What are the strategies adopted by foreign multinationals for their operations in India? (10 Marks)
- 3 a. What is dumping? (03 Marks)  
b. Explain the role of trade shows in B2B marketing. (07 Marks)  
c. Briefly explain the different international operations of a company. (10 Marks)
- 4 a. What is green marketing? (03 Marks)  
b. Discuss the process involved in distribution logistics. (07 Marks)  
c. What are the major components of a product? Discuss their importance in product adaptation. (10 Marks)
- 5 a. Give the meaning of international retailing. (03 Marks)  
b. What are the objectives of exchange control? (07 Marks)  
c. Discuss classification of world markets. (10 Marks)
- 6 a. What do you understand by “inco terms”? (03 Marks)  
b. What is meant by BOP? What are its components? (07 Marks)  
c. Explain the process involved in internationalization of a company. (10 Marks)
- 7 a. What is meant by “death of distance”? (03 Marks)  
b. Explain the scope of international marketing research. (07 Marks)  
c. Critically review the institutional infrastructure for export promotion in India. (10 Marks)

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**CASE STUDY**

LRK limited is a leading 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, 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 back hauling 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 operations. The new equipment was sold for 5% of the original cost to another group that immediately relocated the cannery. A seemingly harmless oversight of weather and navigation conditions 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 ways to prevent losses.
- c. What are the difficulties in marketing of fruits in the global market?
- d. “The company was forced to close operations” explain the reasons. (20 Marks)

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