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**Fourth Semester MBA Degree Examination, June / July 2014**  
**International Marketing Management**

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any THREE questions from Q.No. 1 to Q.No. 6.**  
**2. Question No. 7 and 8 are compulsory.**

- 1
  - a. Define International Marketing. (03 Marks)
  - b. Discuss EPRG frame work. (07 Marks)
  - c. Differentiate the International and Domestic marketing. (10 Marks)
- 2
  - a. What is a change agent in International Marketing? (03 Marks)
  - b. Explain the reasons for going International Marketing. (07 Marks)
  - c. Breadth and scope of International Marketing Research. (10 Marks)
- 3
  - a. What is Generic Promotions? Give two examples. (03 Marks)
  - b. Describe the different kinds of export documents with examples. (07 Marks)
  - c. Explain Global Marketing strategies with suitable examples. (10 Marks)
- 4
  - a. Explain with suitable example the concept of green marketing. (03 Marks)
  - b. Explain four phases of planning process for global marketing. (07 Marks)
  - c. "After LPG, Indian marketing has become an hub for MNC's". Justify the statements. (10 Marks)
- 5
  - a. What do you understand by transfer pricing? (05 Marks)
  - b. Explain the role played by government in promoting Agri – products in international market with example. (05 Marks)
  - c. Explain the impact of new foreign trade policy of India on various sectors. (10 Marks)
- 6
  - a. Explain any four modes of entry in International Marketing. (10 Marks)
  - b. Explain the dynamic environment of International Marketing. (10 Marks)
- 7
  - a. Outline the elements of culture as seen by an International Marketing Manager. (05 Marks)
  - b. "Is dumping an alternative competitive price strategy for a company", explain with suitable examples. (05 Marks)
  - c. "In a Me-to-era how internet has become an excellent advertising vehicle". Discuss its role to develop new International Marketing Model. (05 Marks)
  - d. Due to emergence of ICT (Information, Communication Technology) International Marketing has developed many folds at same time it created many challenges for MNC's. Explain with example. (05 Marks)

**8 CASE STUDY :**

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 in to the foreign market by acquiring a substantial stake in the Balal oil field in Iran 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 Co., for the acquisition in October 1998, oil prices were at rock bottom (\$ 11 per barrel) and most refining Co., were closing shop due to falling margins. Indeed several developing countries. "Made a killing by acquiring oil equities abroad".

IOC needed government's permission to invest abroad. Application by Indian Co., 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 environment of business revealed this case. **(05 Marks)**
- b. Discuss whether it is the domestic or global environment that hinders the globalization of Indian business. **(05 Marks)**
- c. What would have been the significance of the foreign acquisition to IOC? **(05 Marks)**
- d. What are the lessons of this case? **(05 Marks)**

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