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16/17MBAMM406

Fourth Semester MBA Degree Examination, June/July 2019
International Marketing Management

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.

- 1 a. What is counter trade? (02 marks)
- b. Differentiate between domestic marketing and international marketing. (06 marks)
- c. Explain Porter's diamond theory. (08 marks)
- 2 a. What Is Letter of Credit? (02 Marks)
- b. Explain comparative cost advantage theory. (06 Marks)
- c. Discuss the different modes of entry into foreign business. (08 Marks)
- 3 a. What is CIF price? (02 Marks)
- b. What factors you consider while studying cultural environment of another country? Explain. (06 Marks)
- c. Discuss India's Latest EXIM policy. (08 Marks)
- 4 a. What is ECGC? (02 Marks)
- b. List out the institutions which are promoting exports from India. (06 Marks)
- c. Discuss the factors influencing the channel decision in international markets. (08 Marks)
- 5 a. What is INCOTERMS? (02 Marks)
- b. Explain the procedure for exporting from India. (06 Marks)
- c. Discuss briefly the macro environmental factors which affects international marketing. (08 Marks)
- 6 a. What is strategic alliance? (02 marks)
- b. List out the principal export documents required for an exporter. (06 marks)
- c. Discuss international product life cycle theory with the help of a diagram. (08 Marks)
- 7 a. What do you mean by product standardization? (02 marks)
- b. Explain the approaches to international pricing. (06 marks)
- c. Discuss the factors you consider while promoting products in international markets. (08 Marks)

8 CASE STUDY [Compulsory]

M and M is major player in tractor industry in India having nearly 30% market share. M and M has been selling its tractors and utility vehicles both in USA and African countries. Some of the components for its tractors have been sourced from abroad.

M and M has a 100 percent subsidiary in USA, Mahindra USA with a strong network of 100 dealers. But in African continent it wants to expand its network Pan Africa.

As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a MoU with Japanese tractor major Kamastsu and want to sell them around the world under M and K brand name. To start with, the premium range of tractors will be sold in USA and entry level tractors in Africa.

Questions :

- a. How will the foreign market expansion help M and M to sell as M and K brand? (05 Marks)
- b. How does the strategic alliance with Komastsu will benefit M and M in India? (05 Marks)
- c. Suggest M and K to expound in African market. (06 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.