

# CBCS SCHEME



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16MBAMM406

## Fourth Semester MBA Degree Examination, June/July 2018 International Marketing Management

Time: 3 hrs.

Max. Marks: 80

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

- 1 a. List out the different stages of International Marketing. (02 Marks)  
b. Enumerate the scope and characteristics of international marketing. (06 Marks)  
c. Briefly discuss the alternative strategies used by developing countries for economic growth. (08 Marks)
- 2 a. What is protectionism? (02 Marks)  
b. Bring out the striking difference between domestic and Global marketing. (06 Marks)  
c. Elucidate Michael Porter diamond model for competitive advantages of Nations. (08 Marks)
- 3 a. List out the reasons for increase in world trade. (02 Marks)  
b. Critically examine different kinds of monetary barriers used in international marketing. (06 Marks)  
c. Elucidate different mode of entry into foreign business. (08 Marks)
- 4 a. What is an Inco term? (02 Marks)  
b. What is Balance of payment? Explain various methods for regulation trade in adjustments of Balance of payment. (06 Marks)  
c. Briefly explain uncontrollable environment of International Market. (08 Marks)
- 5 a. What are consortia of Exporters? (02 Marks)  
b. Explain important six factors which may favour international product standardization. (06 Marks)  
c. Elucidate factors to be considered for packaging designing in international marketing. (08 Marks)
- 6 a. What is Desk research? (02 Marks)  
b. Briefly explain the concept of EPRG, Frame work. (06 Marks)  
c. Elucidate International planning process in four phases. (08 Marks)
- 7 a. Enumerate the important factors determining international pricing. (02 Marks)  
b. Critically examine the criteria's while selecting particular medium for campaigning in International market. (06 Marks)  
c. Briefly explain the factors affecting channel decision. (08 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.



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8 **Compulsory : 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 into 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 tonnes and IOC was supposed to get nearly four million tonnes.

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 opportunities, several developing countries "Made a killing by acquiring oil equities abroad".

IOC needed Governments 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 clearance for the acquisition in December 1999 (ie more than a year after the application were made), the prices had bounced back to \$ 24 per barrel, and the Elf of France had virtually took 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. (04 Marks)
- b. What would have been the significance of the foreign acquisition to IOC? (04 Marks)
- c. Even if ELF had not acquired premier oil, what would have been the impact of the delay in the clearance on IOC? (04 Marks)
- d. What are the lessons's of this case? (04 Marks)

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