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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Fourth Semester - Master of Business Administration (MBA)

Semester End Examination; May/ June - 2019

International Marketing Management

Time: 3 hrs

Max. Marks: 100

Note: Answer all FOUR full questions from PART - A and PART - B (Case Study) is compulsory.

PART - A

- 1 a. Explain the difference between International marketing and Domestic marketing. 10
b. Explain the features of dynamic environment of international trade. 10

OR

- 2 a. Explain the important elements of culture and cultural knowledge. 10
b. Explain how cultural change will affect international marketing and its consequences? 10
3 a. Discuss the importance of international marketing research. 10
b. Explain the problems in analyzing and interpreting research information. 10

OR

- 4 a. Discuss the alternative market entry strategies in international marketing. 10
b. Explain the factors to be considered for marketing a product for consumers across the globe. 10
5 a. Discuss the issues like quality and services of products and its role in international marketing. 10
b. Explain the role of branding and its importance in international marketing. 10

OR

- 6 a. Explain the factors affecting choice of channels in international distribution. 10
b. Explain the role of trade shows in business to business marketing. 10
7 a. Explain; i) Transfer pricing ii) Counter trade. 10
b. Explain the different international marketing channels. 10

OR

- 8 a. Explain the factors to be considered for training personnel for foreign assignments. 10
b. Personal selling is the most influential promotional tool in international marketing - Explain. 10

PART - B (Case study - Compulsory)

9. Coffee Board goes digital to help growers :

The union government is currently assessing the losses suffered by coffee planters due to the heavy rainfall that battered plantations in wayanad in Kerala and kodagu in Karnataka once the process is completed, relief will be provided to farmers Santosh sarangi, joint secretary in the commerce ministry said. Sarangi was speaking at a coffee board function to launch a slew of mobile applications to improve productivity of coffee plantations in the country and enhance the income of their owners.

Helping planters - The apps were launched by Suresh Prabhu, commerce and industries minister the app "coffee connect", for instance will gather all information relating to various coffee plantations in the country, such as geo graphical location, plant material age, production and machinery available. The solution will help improve the efficiencies of the field functionaries, particularly extension workers in subsidy disbursement and real time report generation.

Coffee krishi Taranga an IVR based digital mobile extension service, on the other hand will provide customized information and services to coffee growers to increase productivity profitability and environmental sustainability. "Any coffee planter with a feature phone will be able to access this service, developed jointly by the coffee Board and Precision agriculture for development India foundation", Srivasta krishana, CEO and secretary of the coffee board Said.

Coffee Kristi Taranga will be pilot tested in Chikmagalur and Hassan districts of Karnataka covering 30,000 farmers during the first year and will be extended to growers in remaining parts of the country in a phased manner the coffee board also launched a block chain based market app that will create a digital platform linking all stake holders, including growers, processors, exporters and importers. This will help in creating a brand image for Indian coffee through traceability and reduce grower's dependency on intermediaries in finding suppliers and exporters. Besides there is an app to dispense hyper-local agri-weather information along with early warnings to farmers. This pilot is being tested in 10 panchayats in Karnataka and Kerala. There also apps that will help in detecting pests and diseases such as white stem borer and leaf rust that affect coffee plants. These technologies will help extension personnel alert coffee farmers to take timely preventive measures. The Coffee board of India is also planning to revamp the iconic India Coffee House [ICH] outlets.

Questions:

- a. Does this Coffee board going digital will it be helpful in future for International marketing of Coffee? 10
- b. With these initiations will the Coffee produced India will be able to get increased branding both nationally and internationally? Discuss. 10

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