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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; Aug. / Sep. - 2020

International Marketing Management

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3/9/2020

Time: 3 hrs

Max. Marks: 100

- Note:** i) Answer any **ONE** full question among **Q.1 and Q.2** in **PART - A**.  
 ii) Answer any **THREE** full questions among **Q.3 to Q.8** in **PART - A**.  
 iii) **Q.9** in **PART - B (Case Study)** is compulsory..

## PART - A

- 1 a. Explain the challenges that marketers face, in international marketing. 10  
 b. How do you differentiate International marketing from Domestic marketing? 10

## OR

- 2 a. What are the major challenges faced by the researcher while gathering primary data for International marketing research? 10  
 b. Write a note on multicultural research. 10  
 3 a. Explain in detail, modes of entry followed in International marketing. 10  
 b. Briefly explain the planning process adopted in International marketing. 10  
 4 a. Discuss the various issues affecting International retailing, with examples. 10  
 b. Do you think the personal selling is the most influencing promotional tool in International marketing? Give reasons with examples. 10  
 5 a. Price escalation is major pricing problem for the International marketer. How can this problem are counter acted? Discuss. 10  
 b. What is sales promotion? Bring out its impact in International marketing. 10  
 6 a. Write a note on INCO terms. 10  
 b. Write a note on modes of transportation. 10  
 7 a. Write a note on the following :  
 i) Counter trade 10  
 ii) Transfer pricing  
 b. Define parallel imports. Explain the effect of parallel imports on global companies. 10  
 8 a. Discuss the factors affecting choice of channels. 10  
 b. Bring out the significance of relationship marketing. 10

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**PART - B ( Case study - Compulsory)**

9. Tangy spices Ltd. the countries biggest spices marketer has decided to launch a hostile bid for Italy's major spice marketer chillian. This is a rare case of an Indian company making an unsolicited hostile bid for a foreign company. The Tangy Spices Ltd. has competencies in Indian spices. The major destination markets for the Tangy spices Ltd. exports have been the Europe and America the competencies of chilliano lie in Italian herbs and spices. The Indian company with the take over wishes to synergies its operations in the world market. It also wants to take advantage of the reach enjoyed by the Italian company in several countries where its products are not beng sold presently.

The move of hostile takeover follows Chilliano's rejection to an agreement entered a year back. At that time chilliano was suffering losses and it offered majority shares at a price of € 2.25. A total of 20% shares were transferred at that time. In one year chilliano was able to turnaround its operations and the company made handsome profits in the last quarter. The promoters who have residual holding of 35% in the company are reluctant to transfer the shares now. They have rejected agreement with a plea that the earlier offer price was not sufficient.

Tangy spices Ltd. has revised its offer to € 2.95 . By this lucrative offer some of the large shareholders of Chilliano reveal their interest for selling their stakes. On the other hand, promoters maintained their position on this matter. Through the process of buying of shares in the market the Tangy spices Ltd. gradully consolidated its holding in chilliano to 45%. Being a major shareholder they were ready for a take over. At the same time, Tangy spices Ltd. was trying hard to improve their position so that they do not leave any space for Chilliano's promoters in future

- a) What strategic alternative is followed by Tangy spices Ltd.?
- b) Is the hostile takeover by an Indian company appropriate?
- c) Why the Tangy spices Ltd. is interested in this takeover?
- d) Why the promoters are reluctant to transfer the shares after the agreement?

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*N. L. Murali Krishna*  
3/9/2020  
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