



# 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; July / Aug. - 2022**

**International Marketing Management**

Time: 3 hrs

Max. Marks: 100

## Course Outcomes

The Students will be able to:

CO1: The students aware about the challenges of positioning the same product or service in different cultural markets.

CO2: The students will demonstrate their conceptual knowledge of Pricing decision and product and services in international marketing

CO3: To demonstrate their conceptual skill of analysing global marketing channels, distribution and logistics management

CO4: To anticipate problem and take proactive steps.

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

Q. No.	Questions	Marks	BLs	COs	POs
<b>PART - A</b>					
1 a.	What are the essence, objectives and features of international marketing?	10	L2	CO1	PO2
b.	Explain the difference between international and Domestic marketing.	10	L3	CO2	PO3
<b>OR</b>					
2 a.	What are socio-cultural dimensions of international marketing?	10	L2	CO2	PO2
b.	What are the development stages of international marketing?	10	L3	CO3	PO3
3 a.	What are the main stages of international marketing research?	10	L2	CO3	PO2
b.	What is international marketing segmentation? What are its objectives, approaches and importance?	10	L3	CO4	PO4
<b>OR</b>					
4a.	What are the difficulties in collection the data for international marketing Research? Explain with examples.	10	L2	CO3	PO2
b.	Explain product development, product adaption and product standardization in international marketing.	10	L3	CO4	PO3
5 a.	What are international commodity policy and the main product of modern international marketing strategy?	10	L2	CO3	PO3
b.	How does packaging, service, and quality control of products addressed for international markets?	10	L3	CO4	PO4
<b>OR</b>					
6 a.	What is product planning and its importance international marketing? Outline the various stages involved in product planning for global markets.	10	L2	CO3	PO2
b.	What do you mean by Branding? Explain its significance in international marketing.	10	L3	CO4	PO3

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|------|--|----|----|-----|-----|
| 7 a. | Briefly discuss about factors effecting Global pricing decisions? Explain few international pricing strategies.  | 10 | L2 | CO4 | PO3 |
| b.   | What factors influence selection of international distribution channel selection Highlight the functions performed by various international distribution intermediaries. | 10 | L3 | CO5 | PO4 |

**OR**

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|------|--|----|----|-----|-----|
| 8 a. | Personal Selling is the most influencing promotional tool in international marketing. Explain with examples. | 10 | L2 | CO4 | PO4 |
| b.   | Discuss the significance of Trade Fairs and Exhibitions in international marketing with examples.            | 10 | L3 | CO5 | PO5 |

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

9. Symphony metal Ltd. Was formed some twenty years ago by a metal-processing manufacturer based in Mumbai. The company manufactures bathroom fixtures and fitting, principally for plumbing application (including taps, joints and shower fitting). A wide range of end users exists, including domestic householders and industrial / institutional buyers.

The company exports its products to a number of countries in Europe and America. In the last year it achieved market share of 6 per cent in Germany, 10 per cent in France and 3 per cent in Belgium. In addition, 5 per cent of total production was shipped to a major wholesaler in Miami, U.S.A. The wide range of fittings varies in size, style, colour, metal and plastic finishing's to occupy bottom and top end market position. A feasibility study has recently been completed to assess the potential of the UK market. Encouraging results have now stimulated the company to pursue actively.

**Guidelines for Case Study:**

(Case Scenario of the organization strategy to be analyzed based on the strategic management concepts, models and strategies adopted in bring out following aspects and answer the questions posed in the Case Study)

I) Problem identification in the Organization.

- i) Macro view-external environment
- ii) Micro view-internal organization

II) Causes that led to the problem

III) System affected in the organization

- i) Psychosocial network within the organization / employee relations.
- ii) Managerial and Decision making
- iii) Technical and information systems
- iv) Organization Goals

IV) Alternative strategy for the organization.

**Questions:**

- |    |   |    |    |     |     |
|----|---|----|----|-----|-----|
| a. | Recommend alternative methods of market entry into UK market.     | 10 | L4 | CO4 | PO4 |
| b. | Suggest suitable internal marketing mix strategies for UK market. | 10 | L3 | CO4 | PO4 |