



--	--	--	--	--	--	--	--	--	--

**P.E.S. College of Engineering, Mandya - 571 401**  
 (An Autonomous Institution affiliated to VTU, Belgaum)  
**Fourth Semester – Master of Business Administration (MBA)**  
**Semester End Examination; June/July - 2015**  
**International Marketing Management**

Time: 3 hrs

Max. Marks: 100

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

**PART – A**

- 1 a. Define International Marketing. Explain the Scope and Challenges of International Marketing. 10
- b. Discuss the four phases of planning process for Global Marketing 10

**OR**

- 2 a. List out three factors necessary to achieve global awareness. Also Discuss the four phases of International Marketing Involvement. 10
- b. Discuss the breadth and scope of international marketing research. 10
- 3 a. What are alternative market entry strategies? Explain with suitable example. 10
- b. Outline the elements of culture as seen by an anthropologist. How can a marketer use them as a culture scheme? Discuss. 10

**OR**

- 4 a. Perhaps advertising is the side of international marketing with the greatest similarities from country to country throughout the World. Paradoxically, despite its many similarities, it may also credited with the greatest number of unique problems in international marketing". Discuss. 10
- b. What is meant by Global Marketing? What are the six major changes in Global Marketing? 10
- 5 a. After LPG Indian Marketing has become a hub for MNC's. Justify the Statement. 10
- b. What are the three alternative approaches of Global Pricing? Which one would you recommend to a company that has global market aspiration? 10

**OR**

- 6 a. Explain the impact of new foreign trade policy of India on various Sectors. 10
- b. Explain the dynamic environment of International Marketing. 10
- 7 a. Describe the different kinds of export documents with examples. 10
- b. What do you understand by transfer pricing? Explain with suitable example the concept of Green Marketing. 10

**OR**

- 8 a. Explain the different stages of Economic Development in international market. 10
- b. Discuss the Major Documents required for Exporting the goods to Foreign Markets. 10

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

9. 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 in to 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 millions tones and IOC was supposed to get nearly four million tones.

When IOC started talking to the Iranian Co., for the acquisition in October 1998, oil prices were at rock bottom (\$11 per barrel) and most refining Co., were closing shop due to falling margins. Indeed several developing countries. "Made a killing by acquiring oil equities abroad".

20

IOC needed government's permission to invest abroad. Application by Indian Co., for investing abroad is to be scrutinized by a special committee represented by the Reserve Bank of clearance for the acquisition in December 1999 (i.e., more than a year after the application was made) the prices had bounced back to \$ 24 per barrel and the Elf of France had virtually taken 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 a year for clearing the deal because the structure for such investments were not in place, it was reported.

**Questions:**

- i) Discuss the internal, domestic and global environment of business revealed this case.
- ii) Discuss whether it is the domestic or global environment that hinders the Globalization of Indian business.
- iii) What would have been the significance of the foreign acquisition to IOC?
- iv) What are the lessons of this case?

\* \* \* \* \*