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**P.E.S. College of Engineering, Mandya - 571 401**  
*(An Autonomous Institution under VTU, Belgaum)*  
**Fourth Semester, Master of Business Administration (MBA)**  
**Semester End Examination; June - 2016**  
**International Marketing Management**

Time: 3 hrs

Max. Marks: 100

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

**PART - A**

- 1 a. What is international marketing? Discuss the scope and challenges. 10  
 b. Differentiate between global marketing and domestic marketing. 10

**OR**

- 2 a. Discuss Global e-marketing. 10  
 b. Discuss the breadth and scope of international marketing research. 10  
 3 a. Discuss the impact of social and cultural environment on marketing industrial and consumer products. 10  
 b. Discuss the international planning process in global marketing management. 10

**OR**

- 4 a. Explain the product component model. 10  
 b. Discuss the following terms :  
 i) Homologation adaptation      ii) Product      iii) Global brand 10  
 iv) Green marketing      v) Diffusion of innovation.  
 5 a. Discuss the distribution patterns observed in international marketing channels. 10  
 b. Discuss the factors affecting choice of channels. 10

**OR**

- 6 a. Discuss the terms ELAIN, STELA, ERIC and SNAP with respect to export licenses. 10  
 b. Discuss the exporting process. 10  
 7 a. Discuss the principal export documents. 10  
 b. Explain the approaches to international pricing. 10

**OR**

- 8 a. What is price escalation? What are its components? 10  
 b. Discuss media planning in international marketing communications. 10

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

9. Harman Kardon audio and video products are aimed at the high end segments of the market. The company has decided to advertise its products with the same graphic throughout the world. By producing basically one advertisements in six languages (English, Dutch, French, German, Spanish, Halian) the company expected to save atleast \$200,000.

The zagoren group was assigned the duty of coordinating the cooperative effort.

This US full page version appearing in audio and stereo review showed a Harman Kurdon amplifier on a ground piano with a block background and “the components of high performance” as the tagline.

For this advertisement to be used overseas, must there be any changes. necessitated by production and other requirements? Justify your answer.

**Questions:**

- a) Discuss the problem in the above case. 10
- b) Analytically evaluate the suitable advertising strategies for the above case. 10

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