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NEW SCHEME

Fourth Semester MBA Degree Examination, July 2007
Business Administration
International Marketing Management

Time: 3 hrs.] [Max. Marks:100

Note : *1. Answer any FOUR full questions from Q.No.1 to 7.*
2. Q.No.8 – case study is compulsory.

1 a. What is piggyback marketing in the global context? **(03 Marks)**
b. Discuss the criteria of choice between surface and air transport and advantages of air transport. **(07 Marks)**
c. Explain the alternative strategies for global product planning in the context of geographical expansion with examples. **(10 Marks)**

2 a. What is green marketing? **(03 Marks)**
b. Discuss the usefulness of trade fairs and exhibitions in international marketing. **(07 Marks)**
c. What are the pricing objectives normally considered by global marketers? **(10 Marks)**

3 a. What is generic promotion? Give two examples. **(03 Marks)**
b. Discuss the significance of the EPRG framework (orientations) in global marketing. **(07 Marks)**
c. Explain the different market entry strategies adopted by international marketers. **(10 Marks)**

4 a. What is counter trade? Give three examples. **(03 Marks)**
b. Explain the environmental factors affecting international trade. **(07 Marks)**
c. Discuss the major issues involved in international retailing. **(10 Marks)**

5 a. What are INCOTERMS? Give three examples. **(03 Marks)**
b. What are the problems in gathering primary data in global marketing research? **(07 Marks)**
c. Critically review the institutional infrastructure for export promotion in India. **(10 Marks)**

6 a. What is meant by sourcing in global marketing? Give two examples. **(03 Marks)**
b. What is BOP equilibrium? Which are the instruments of trade policy used to achieve the equilibrium? **(07 Marks)**
c. Discuss the important schemes provided by government of India to assist exporters in their marketing effort? **(10 Marks)**

7 a. What are special economic zones? Give two examples of SEZ in India. **(03 Marks)**
b. What are export houses and their different categories? **(07 Marks)**
c. Explain the significance of international logistics management and its major components. **(10 Marks)**

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8 **CASE STUDY**:

The Costs of Delay

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 into the foreign market by acquiring a substantial stake in the Balal Oil Field in Tran of the Premier Oil. The project was estimated to have recoverable oil reserves of about 11 million tones and IOC was supposed to get nearly four million tones.

When IOC started talking to the Iranian company for the acquisition in October 1998, oil prices were at rock bottom ($11 per barrel) and most refining companies were closing shop due to falling margins. Indeed, a number of good oil properties in the Middle East were up for sale. Using this opportunity, several developing countries "made a killing by acquiring oil equities abroad".

IOC needed government's permission to invest abroad. Application by Indian company for investing abroad is to be scrutinized by a special committee represented by the Reserve Bank of India and the Finance and Commerce Ministries. By the time the government gave the 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 than a year for clearing the deal because the structure for such investments were not in place, it was reported.

Questions:

a. Discuss the internal, domestic and global environments of business revealed by this case.
b. Discuss whether it is the domestic or global environment that hinders the globalization of Indian business.
c. What would have been the significance of the foreign acquisition to IOC?
d. What are the lessons of this case? **(20 Marks)**

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