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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

MBA II Year II Semester Supplementary Examinations March-2021

INTERNATIONAL MARKETING

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 How can cultural environment affect the international marketing environment? **10M**

OR

2 Differentiate Domestic marketing VS international marketing. **10M**

UNIT-II

3 Define direct exporting and mention its advantages and disadvantages. **10M**

OR

4 Write short notes on: i)contract manufacturing ii)assembly operations iii)strategic alliances **10M**

UNIT-III

5 What is IPLC? Discuss different stages of international product life cycle. **10M**

OR

6 Discuss the various branding decisions to be made in international marketing. **10M**

UNIT-IV

7 Explain in brief about the patterns of distribution in international market. **10M**

OR

8 Discuss advertising and branding in the context of international markets. **10M**

UNIT-V

9 What is the importance of export marketing at the national level and business level? **10M**

OR

10 Give a brief notes on export procedure or processing of an export order. **10M**

SECTION – B

(Compulsory Question)

11

1 x 10 = 10 Marks

IOC has formed a wholly owned subsidiary in Mauritius - Indian Oil Mauritius Ltd. (IOML) with a huge projected investment. The company is setting up a state -of-the-art bulk storage terminal at Mer Rouge to stock 24 thousand Metric tonnes of vital petroleum products, auxiliary and bunkering facility and 25 modern petrol (and Gas) stations. IOML is also in the process of building infrastructure for storage, bottling and distribution of Indane, LPG and market servo lubricants In Mauritius. Besides, IOC has also formed a wholly-owned subsidiary in Sri Lanka - known as Lanka IOC Pvt. Ltd. (LIOC). LIOC took over 100 retail outlets owned by Ceylon Petroleum Corporation in February 2003. It is the only private-owned company besides the State-owned Ceylon Petroleum Corporation (CPC) that operates retail petrol stations in Sri Lanka. Building and operating storage facilities at Trincomalee tank farm, LIOC is involved in bulk supply to industrial consumers. In order to facilitate operations of Lanka Indian Oil Corporation Pvt. Ltd. (LIOC), the Government of Sri Lanka has extended the following concessions: a. A tripartite agreement signed between the Sri Lankan Government, CPC and LIOC guarantees that only three retail players (including CPC and LIOC) will operate in the Sri Lankan market for the next five years. b. LIOC has also been allowed income tax exemption for 10 years from the date of commencement of operations and a concessional tax of 15% thereafter against the prevailing rate of 35%. c. The Indian Oil subsidiary has also been granted customs duty exemption for import of project-related plant, machinery and equipment during project implementation period of 5 years, besides free transfer of dividend/income to India.

Questions :

- i. Critically evaluate the factors affecting IOC'S selection of these entry modes.
- ii. If, a single entry strategy need to be adopted which one would be a better strategy? Why?
- iii. In view of the emerging economic and political scenario, evaluate IOC'S entry into Sri Lanka as a Wholly Owned Subsidiary

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