

Subject Code: MC945/R09

M C A - IV Semester Regular/Supply Examinations, November - 2014

HUMAN COMPUTER INTERACTION

Time: 3 hours

Max Marks: 60

Answer any FIVE of the following

All questions carry equal marks.

1. (a) Discuss the History of Screen Design.
(b) Compare a 1970's Screen and a 1990's and beyond screen.
2. Compare and contrast the Graphical user interface and web user interface.
3. Discuss about the users tasks and needs which are also important in user interface design.
4. (a) State the screen design goals.
(b) Discuss how a poor design can distract the user and what a user expects in good screen design?
5. (a) Classify the structures of menus . Give suitable examples.
(b) What are the functions of menus ? Explain briefly.
6. Discuss and elaborate the issues to be considered in choosing the colors for the web pages.
7. Illustrate the following specification methods with suitable examples.
(a) State charts
(b) Grammars
8. What are the function keys? What are its advantages?

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M B A - IV Semester Regular/Supply Examinations, Nov - 2014

INTERNATIONAL MARKETING

Time: 3 hours

Max Marks: 60

Answer any FIVE of the following

All questions carry equal marks. Q.No.8 is compulsory

1. Explain the scope of International marketing? What are the emerging trends in global Marketing?
2. What is the correlation of culture? Discuss the differences in culture in different countries?
3. What are the determinants of market selection? Explain how International market segmentation is done to reach the global markets?
4. What are the various entry strategies to enter in to foreign operations? Briefly explain entry strategies of Indian firms.
5. Explain the concept of International product life cycle. Explain what is meant by saturation levels and geographic expansion in relation to new product in global marketing?
6. How is an international distribution channel essential for global operations? What is direct and indirect exporting? Discuss.
7. What are the various pricing decisions considered in international marketing? Explain how export costing and pricing affect a firm?

8. Case Study:

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 Iran of the premiere 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 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

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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 year for clearing the deal because the structure for such investments were in place, it was reported.

Questions.

- a) Discuss 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) Even if Elf had not acquired Premier Oil, what would have been the impact of the delay in the clearance on IOC?
- d) What would have been the significance of the foreign acquisition to IOC?
- e) What are the lessons of this Ease?
