



Name:	
Enrolment No:	

UPES
End Semester Examination, December 2024

Course: International Marketing Program: BBA FT Course Code: MKTG3004	Semester: V Time : 03 hrs. Max. Marks: 100
--	---

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all the questions.		CO1
(a)	What is the primary goal of international marketing? i. Expanding into domestic markets ii. Maximizing local market share iii. Entering and establishing a presence in foreign markets iv. All of the above	2	
(b)	What does the "four Ps" of marketing stand for in foreign markets? i. Product, Price, Place, Promotion i. Product, Profit, People, Process ii. Price, Promotion, Place, Position iii. People, Product, Price, Performance	2	
(c)	Which of the following factors would be considered under the "Economic" component of PESTEL? i. Tax policies ii. Inflation rate iii. Environmental laws iv. Birth rate	2	
(d)	What is the first step in the internationalization process? i. Selecting the market entry mode ii. Conducting market research and analysis iii. Establishing a local office iv. Developing a global marketing strategy	2	
(e)	Globalization includes: i. Political integration ii. Social integration iii. Economic integration iv. All of the above	2	
(f)	The BRICS group is composed of which countries? i. Brazil, Russia, India, Canada, South Africa	2	

	<ul style="list-style-type: none"> ii. Brazil, Romania, India, Canada, South Africa iii. Brazil, Russia, India, China, South Africa iv. Brazil, Romania, India, China, South Africa 		
(g)	<p>A pricing strategy used for new products or services where the price is initially set high to attract early adopters, and then gradually lowered to attract more customers is known as</p> <ul style="list-style-type: none"> i. Competitive pricing ii. Penetration pricing iii. Premium pricing iv. Skimming pricing 	2	
(h)	<p>Ecological imbalance leads to sustainability in international logistics.</p> <ul style="list-style-type: none"> i. True ii. False 	2	
(i)	<p>Licensing agreements in technology transfer usually involve transfer of intellectual property rights.</p> <ul style="list-style-type: none"> i. True ii. False 	2	
(j)	<p>In the FCA (Free Carrier) term, at what point does the seller's responsibility end?</p> <ul style="list-style-type: none"> i. When the goods leave the seller's premises ii. When the goods are delivered to the agreed carrier iii. When the goods arrive at the destination port iv. Once the goods are placed on board the ship 	2	
SECTION B 4Qx5M= 20 Marks			
Q 2	Write short notes on the following topics.		CO2
(a)	International marketing	5	
(b)	International product life cycle	5	
(c)	Technology transfer	5	
(d)	Skimming pricing	5	
SECTION-C 3Qx10M=30 Marks			
Q 3	Attempt the following questions.		CO3
(a)	Highlight the key cultural challenges faced by MNCs while communicating across the different countries.	10	
(b)	Compare the skimming and penetration pricing strategy and suggest the best to be applied to a new innovative product having first mover advantage globally.	10	
(c)	Discuss the advantages and disadvantages of doing business in underdeveloped countries for an international company.	10	
	OR		

	“Technological advancement enables the smooth operations of international marketing”. Elaborate this statement by elucidating the relevant technological factors affecting international marketing.		
SECTION-D 2Qx15M= 30 Marks			
Q 4	Attempt any of the two questions. The second question has choice.		CO4
(a)	<p>While Coca-Cola standardizes its flagship product, it also allows for localized adaptations when needed. For example: In Japan, Coca-Cola launches unique flavours like Green Tea Coke and seasonal packaging cater to Japanese consumers. While in India, Coca-Cola acquired Thums Up, a local cola brand, to appeal to Indian taste preferences.</p> <p>Critically evaluate the relevance of product standardization and product customization strategies in Coca-Cola. As per your opinion, which strategy leads to success of Coca-Cola products globally? Give justification.</p>	15	
(b)	<p>Coffee was not a staple in Japan, so Nescafé had to create demand by introducing instant coffee, which aligned with Japan’s preference for convenience and efficiency. Nescafé emphasized cultural integration, leveraging anime-style advertisements and vending machines, which are integral to Japanese consumer habits. By blending innovation, cultural relevance, and targeted marketing, Nescafé successfully transformed Japan into one of its most significant coffee markets.</p> <p>Suggest the viable positioning, Nescafé should implement in its advertising in Japan. What could be the possible cultural factors consider in Nescafé advertising as per the Japanese culture?</p> <p>OR</p> <p>The entry of IKEA in Indian market was allowed when IKEA aligned its strategies with India’s environmental regulations and with the rising eco-conscious consumer base. In India, IKEA emphasized sustainable practices, such as sourcing 50% of its materials locally and using renewable energy for operations. The company also introduced eco-friendly products, like solar-powered lamps, and affordable home solutions made from recycled materials. By adapting to local ecological priorities, IKEA not only complied with environmental standards but also resonated with environmentally aware consumers, enhancing its market acceptance and long-term growth in India.</p> <p>By keeping the above case in mind, explain the importance of environmental factors in international marketing. Why is it necessary to bind the environmental practices by laws?</p>	15	