



Name:	
Enrolment No:	

UPES
End Semester Examination, December 2023

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	What is the Full Form of IMF?	02	CO1
Q 2	Where is the Headquarter of the World Bank located?	02	CO1
Q 3	Name the researcher who developed Uppsala Model?	02	CO1
Q 4	What if the Full Form of UNCITRAL?	02	CO1
Q 5	What if the Full Form of SAARC?	02	CO1
Q 6	What do you understand by EXW and FCA in INCO terms?	02	CO1
Q 7	Name the biggest port of India?	02	CO1
Q 8	What if the Full Form of EPRG?	02	CO1
Q 9	What if the Full Form of PESTEL Model?	02	CO1
Q 10	What is a Private Label Brand?	02	CO1

SECTION B
4Qx5M= 20 Marks

Q 11	Discuss the concept and importance of International Marketing?	05	CO2
Q 12	Discuss the role of ecology in International Marketing?	05	CO2
Q 13	Discuss the concept of Cross-cultural communication and its impact of international promotion?	05	CO2
Q 14	Discuss the role of Ethics in international marketing?	05	CO2

SECTION-C
3Qx10M=30 Marks

Q 15	Discuss the role of Emerging Economies on International Marketing?	10	CO3
Q 16	Discuss different type of International Pricing approaches?	10	CO3
Q 17	Answer anyone of the following:	10	CO3

	<p>Discuss the role of Technological infrastructure on International Trade?</p> <p style="text-align: center;">Or</p> <p>Discuss the scope, opportunities, and challenges of International Marketing?</p>		
<p>SECTION-D</p> <p>2Qx15M= 30 Marks</p>			
Q 18	<p>HealthEats specializes in organic, health-focused FMCG products, including snacks, beverages, and supplements. The company aims to expand its presence in various international markets, spanning regions with distinct consumer preferences, regulations, and distribution landscapes.</p> <ol style="list-style-type: none"> 1. How did HealthEats analyze and select appropriate marketing channels for its FMCG products in diverse international markets? 2. What marketing channel strategies did HealthEats deploy to effectively penetrate and establish a distribution network in various global markets? 3. How can HealthEats optimize its marketing channels to ensure consistent product availability, brand visibility, and customer satisfaction across international markets? 	15	CO4
Q 19	<p>Answer anyone of the following:</p> <p>RefreshBev is a successful beverage company renowned for its range of soft drinks and flavored beverages. The company has decided to expand its presence internationally, targeting diverse markets across continents. The challenge lies in devising pricing strategies that align with each market's preferences, economic conditions, and competitive landscape.</p> <ol style="list-style-type: none"> 1. How did RefreshBev conduct market research and analyze pricing factors to determine suitable pricing strategies for different international markets? 2. What pricing strategies did RefreshBev employ to enter and compete in diverse international markets while maintaining profitability? 3. How can RefreshBev effectively manage price consistency, brand perception, and profitability across its international markets? <p style="text-align: center;">Or</p> <p>GlobalTech is a technology conglomerate operating in various countries worldwide. The company is known for its innovative products but faces ethical dilemmas related to marketing practices, such as cultural insensitivity, differing ethical norms, and compliance with global ethical standards</p> <ol style="list-style-type: none"> 1. How did GlobalTech identify and address ethical considerations and cultural differences when designing international marketing campaigns? 2. What ethical guidelines and standards did GlobalTech implement to ensure consistency and integrity across its international marketing practices? 3. How can GlobalTech balance cultural sensitivity with maintaining a unified ethical approach in its international marketing endeavors? 	15	CO4