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**Presidency University**

**Bengaluru**

**School of Management**

**Summer Term End-Term Examination - August 2024**

**Date**: 07-08-2024

**Time**: 9.30 AM to 12.30 PM

**Max Marks**: 100

**Weightage**: 50%

**Semester**: IV

**Course Code**: MBA4024

**Course Name**: International Market

**Department:** SOM

**Instructions:**

1. *Read all the questions carefully and answer accordingly.*
2. *Do not write any information on the question paper besides the roll number.*
3. *The question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Define international marketing. How does it differ from domestic marketing? (CO:01) [Knowledge]
2. Explain the concept of globalisation. What are its key impacts on business? (CO:01) [Knowledge]
3. Explain the primary functions of the World Trade Organization (WTO). (CO:02) [Knowledge]
4. Briefly explain Hofstede's Cultural Dimensions theory. (CO:02) [Knowledge]
5. Identify and explain three criteria for evaluating international markets. (CO:01) [Knowledge]
6. Define mergers and acquisitions (M&As) as a market entry mode. Provide an example.

(CO:03) [Knowledge]

1. What is a joint venture (JV) and how does it function as an international market entry mode?

(CO:03) [Knowledge]

1. Explain the concept of franchising in the context of entering international markets.

(CO:03) [Knowledge]

1. What is licensing, and how does it serve as a market entry strategy? (CO:04) [Knowledge]
2. Explain the concept of cultural sensitivity in brand communication. (CO:04) [Knowledge]
3. Describe the role of social media integration in achieving global marketing reach. (CO:04) [Knowledge]
4. Identify at least two ethical considerations in global marketing. (CO:04) [Knowledge]

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. Discuss the opportunities and challenges a company might face when expanding its business to an emerging market. Provide specific examples. (CO:01) [Application]
2. Choose a company that has entered an international market through a joint venture. Analyze the benefits and challenges it faced with this entry mode. (CO:03) [Application]
3. Analyze how a global brand has adapted its branding strategy to suit diverse cultural contexts. Provide specific examples. (CO:04) [Application]
4. Evaluate the effectiveness of using social media for global marketing. Discuss the potential benefits and challenges with examples from real-world companies. (CO:03) [Application]
5. Discuss the process and criteria a company should use for selecting an international market. Apply this process to a hypothetical company planning to expand globally. (CO:04) [Application]
6. Design a strategy for a company to build effective cross-cultural teams. Discuss the key factors to consider and the steps to implement the strategy successfully. (CO:02) [Application]

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. Evaluate the importance of cultural adaptation in the marketing strategies of multinational corporations. Analyze how a company's failure or success in adapting to cultural differences has impacted its performance in international markets. Use specific case studies to support your analysis. (CO:03) [Analysis]
2. Evaluate the ethical considerations in global marketing, focusing on issues such as cultural appropriation, misleading advertising, and corporate social responsibility. Use case studies to discuss how companies have addressed these issues and the implications of their actions. (CO:04) [Analysis]