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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – MAY 2025** |
| **Date:** 22-05-2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-UG | **Program:** BBA General with Marketing | |
| **Course Code :** BBA3070 | **Course Name:** International Marketing | |
| **Semester**: VI | **Max Marks**: 100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **11** | **11** | **26** | **26** | **26** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2 marks. 10Q x 2M=20M** | | | | |
| **1.** | What does the term "cultural adaptation" mean in the context of international marketing? | **2 Marks** | **L1** | **CO1** |
| **2.** | List three modes of entering international markets. | **2 Marks** | **L1** | **CO1** |
| **3.** | List two factors that affect international pricing decisions. | **2 Marks** | **L1** | **CO1** |
| **4.** | Define International Marketing | **2 Marks** | **L1** | **CO1** |
| **5.** | Describe the role of market research in international marketing strategies. | **2 Marks** | **L1** | **CO1** |
| **6.** | Why is it important for a company to understand local regulations when entering international markets? | **2 Marks** | **L1** | **CO1** |
| **7.** | List two legal requirements that companies must consider when designing packaging for international markets. | **2 Marks** | **L1** | **CO1** |
| **8.** | What does "sustainability" refer to in international packaging? | **2 Marks** | **L1** | **CO1** |
| **9.** | Explain the difference between standardization and adaptation in international marketing. | **2 Marks** | **L1** | **CO1** |
| **10.** | How do cultural differences impact international marketing? | **2 Marks** | **L1** | **CO1** |

**Part B**

**Answer ALL the Questions. Each question carries 7 Marks. Total Marks 35M**

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| --- | --- | --- | --- | --- | --- |
| 11. | a. | Explain how tariffs and non-tariff barriers influence international trade. | 07 Marks | L2 | CO2 |
| Or | | | | | |
| 12. | **a.** | Describe the role of market research in international marketing strategies. | **07 Marks** | **L2** | **CO2** |

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| 13. | a. | Explain the difference between global branding and local branding. | 07 Marks | L2 | CO2 |
| Or | | | | | |
| 14. | **a.** | Describe the role of a brand’s logo in international marketing. | **07 Marks** | **L2** | **CO2** |

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| 15. | a. | Explain how brand positioning can differ between international markets. | 07 Marks | L2 | CO2 |
| Or | | | | | |
| 16. | **a.** | Describe the difference between cost-based pricing and market-based pricing in international markets. | **07 Marks** | **L2** | **CO2** |

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| 17. | a. | Describe the role of price adaptation in international marketing. | 07 Marks | L2 | CO2 |
| Or | | | | | |
| 18. | **a.** | Explain how legal and ethical factors can affect pricing in international markets. | **07 Marks** | **L2** | **CO3** |

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| 19. | a. | Explain how tariffs and import duties impact pricing decisions in global markets. | 07 Marks | L2 | CO3 |
| Or | | | | | |
| 20. | **a.** | Explain how local holidays and traditions can influence promotional campaigns in different countries. | **07 Marks** | **L2** | **CO4** |

**Part C**

**Answer any Three Questions. Each question carries 15 marks 3Q x 15M=45M**

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| 21. | a. | A U.S.-based skincare company is planning to enter the South Korean market, which is known for its highly competitive beauty industry and culturally specific skincare preferences. How should the company apply international marketing concepts to adapt its product features, branding, and promotional strategies to appeal to South Korean consumers? | 15 Marks | L3 | CO4 |

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| 22. | a. | A European electric vehicle manufacturer is looking to enter the Indian market. How should the company apply international market entry strategies to overcome infrastructure challenges and appeal to local consumer preferences? | 15 Marks | L3 | CO5 |

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| 23. | a. | A global smartphone manufacturer wants to relaunch its brand in the Japanese market, where consumers value minimalistic design and premium quality. How should the company apply international branding principles to adapt its brand identity, messaging, and packaging to resonate with Japanese cultural preferences? | 15 Marks | L3 | CO5 |

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| --- | --- | --- | --- | --- | --- |
| 24. | a. | A Scandinavian furniture company is entering the Indian market for the first time. How should it apply international branding concepts to position itself as both a premium European design brand and a culturally relevant choice for Indian consumers? | 15 Marks | L3 | CO5 |