



PRESIDENCY UNIVERSITY

BENGALURU

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End - Term Examinations - December 2025

Date: 17 - 12- 2025

Time: 01:00pm - 04:00pm

School: SOC/SOM (UG)	Program: BBA (Aviation Management)	
Course Code : BBA3070	Course Name: International Marketing	
Semester: V	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04
Marks	28	28	26	18

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

10Q x 2M=20M

1.	Define the term International Marketing Management Process.	2 Marks	L1	C01
2.	List the major factors that make up the International Marketing Environment.	2 Marks	L1	C01
3.	Name any three international market entry strategies used by firms.	2 Marks	L1	C01
4.	Which are the two approaches used in international product planning—standardization and adaptation?	2 Marks	L1	C02
5.	Select any two stages involved in new product development for international markets.	2 Marks	L1	C02
6.	Name the factors that influence price determination in international markets.	2 Marks	L1	C02
7.	Define distribution channel strategy in international marketing.	2 Marks	L1	C03
8.	Tell any two roles performed by overseas agents in global distribution.	2 Marks	L1	C03
9.	Define branding in the context of international marketing.	2 Marks	L1	C04
10.	Which are any two commonly used packaging symbols in international markets?	2 Marks	L1	C04

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Explain the stages involved in the International Marketing Management Process and how each stage supports effective global decision-making.	07 Marks	L2	C01
Or				
12.	Outline the components of the International Marketing Environment and show how they influence a firm's global marketing activities.	07 Marks	L2	C01
13.	Summarize the key steps used in screening and selecting foreign markets for international business expansion.	07 Marks	L2	C01
Or				
14.	Compare the various international market entry strategies used by firms when expanding into global markets.	07 Marks	L2	C02
15.	Explain how product standardization and product adaptation differ in international markets, and discuss situations where each approach is suitable.	07 Marks	L2	C02
Or				
16.	Interpret the stages of new product development for international markets and show how each stage supports successful global product launch.	07 Marks	L2	C02
17.	Describe how international distribution logistics support smooth product movement across countries.	07 Marks	L2	C03
Or				
18.	Outline the key components of the international promotion mix used by global marketers.	07 Marks	L2	C03
19.	Explain the importance of packaging in international marketing.	07 Marks	L2	C04
Or				
20.	Interpret the major emerging trends in international marketing, focusing on regionalism and multilateralism.	07 Marks	L2	C04

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	Apply the concepts of international market screening, environmental analysis, and entry strategy selection to develop a suitable internationalization plan for an Indian company planning to enter two different foreign markets. Justify how exporting, licensing, contract manufacturing, joint ventures, or strategic alliances can be used based on each market's conditions.	15 Marks	L3	C01
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22.	<p>GlowHerb Naturals, an Indian skincare company, plans to introduce its new Herbal Moisture Lotion in Japan and South Africa. Research shows that Japanese consumers prefer light, low-fragrance lotions with simple packaging, while South African consumers prefer thicker lotions with bright, attractive packaging. Japan requires detailed ingredient information, and South Africa requires clear safety symbols. Pricing expectations differ—Japan supports premium pricing, while South Africa prefers mid-range pricing. GlowHerb must decide how far to standardize or adapt the product, packaging, and pricing for each market.</p> <p>Question:</p> <p>Apply the concepts of product adaptation, packaging requirements, and international pricing to recommend how GlowHerb should modify its Herbal Moisture Lotion for Japan and South Africa. Justify your suggestions using the case details.</p>	15 Marks	L3	C02
23.	<p>Identify the concept of agent selection to recommend suitable criteria for choosing overseas agents for an exporting firm.</p>	15 Marks	L3	C03
24.	<p>Illustrate how a company can plan and use trade fairs effectively to promote its products in international markets.</p>	15 Marks	L2	C04
25.	<p>Make use of WTO regulations and trade blocks which influence international marketing decisions for firms entering new markets.</p>	15 Marks	L3	C04