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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 11/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: MBA4024

Course Name: International Marketing

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	44	26

Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	Show that an ethnocentric orientation can create long-term strategic failure for a consumer goods company entering culturally diverse international markets.	3	CO1	BT3
2	Demonstrate that the environmental sustainability and labour rights influence international business decisions.	3	CO1	BT3
3	Discover that familiarity with rules under the Directorate General of Foreign Trade (DGFT) minimizes operational risk in international trade.	3	CO1	BT3
4	With respect to the idea of subsidies illustrate that governments support domestic industries while affecting international trade.	3	CO2	BT3
5	Demonstrate that quotas control excessive imports in a sensitive domestic sector.	3	CO2	BT3

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Apply suitable trade barriers to balance domestic industry protection and compliance with global trade rules.	10	CO2	BT3
7	Demonstrate that trade blocs enhance regional integration, trade efficiency, investment and competitiveness.	10	CO2	BT3

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	A company plans to expand into a foreign market affected by cultural differences, political instability, and competitive pressure. Apply international market evaluation criteria to decide whether the firm should enter, delay, or avoid the market.	10	CO1	BT3
9	A multinational firm faces opportunities from globalization but also risks from political conflict, environmental concerns, and cultural resistance. Discover that firms can manage global opportunities and risks simultaneously.	10	CO1	BT3

Part D: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
10	<p>Case Study: Globalization Strategy of Apple Inc.</p> <p>Apple Inc. is one of the most successful technology companies in the world and a strong example of how globalization shapes modern business operations. Founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in United States, the company designs innovative products such as the iPhone, iPad, and MacBook, which are sold in more than 100 countries. Globalization has enabled Apple Inc. to develop a highly integrated global business model. The company focuses on product design and innovation at its headquarters in Cupertino, California, while manufacturing and assembly activities are largely carried out in other countries through global partners such as Foxconn in China and other Asian locations. This global supply chain allows the company to reduce production costs and improve efficiency. Through globalization, Apple Inc. also accesses large international markets. Rapid growth in emerging economies such as India and China has created significant opportunities for the company. To strengthen its presence in these markets, Apple has expanded retail stores, increased online sales channels, and collaborated with local distributors and telecom companies. However, globalization also creates challenges for the company.</p> <p>Political tensions between countries, trade regulations, and supply chain disruptions can affect production and distribution. In addition, environmental concerns and labor practices in global manufacturing facilities have drawn attention from governments, consumers, and international organizations. To address these concerns, Apple Inc. has introduced sustainability initiatives, supplier responsibility</p>	15	CO1	BT3

programs, and environmental commitments to reduce carbon emissions and improve working conditions in its global supply chain. Despite these challenges, globalization has allowed Apple Inc. to combine global innovation, efficient production, and international market expansion. By managing both opportunities and risks, the company continues to strengthen its position in the global technology industry.

Q 10 a. Apple Inc. uses global supply chains and international markets to enhance its business operations. Illustrate. (8 marks)

Q 10 b. Apply suitable strategies to manage the risks of globalization such as political conflict, environmental concerns, and supply chain challenges faced by Apple Inc. (7 marks)