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Even Semester End Term Examinations, May/June 2026		
Date: 19/05/2026		**Time: 01.00 PM - 04.00 PM**
Course Code: MBA4024	**Course Name: International Marketing**	
Semester: Fourth Semester	**Max. Marks: 100**	**Weightage: 50%**

CO - Levels	CO1	CO2	CO3
Marks	**44**	**44**	**52**

Part A: Answer Following Questions. 30 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
1	Show that an environmental / cultural approach to international marketing permits a truly global orientation with an example.	3	CO1	BT3
2	The study of geography is important in the evaluation of markets and their environment. Illustrate the statement with an example.	3	CO1	BT3
3	A recurrent problem for the foreign investor is getting profits in and out of the host country without loss of value, which can occur when a currency is devalued. Interpret the statement with an example.	3	CO1	BT3
4	All leaders of the G20 nations signed a joint communiqué in 1999 promising to "resist protectionism." Demonstrate the statement with sufficient facts.	3	CO2	BT3
5	"Self-Reference Criterion" (SRC) is the unconscious tendency to rely on one's own cultural values when making decisions in foreign markets. Discover the disadvantages of SRC.	3	CO2	BT3
6	European Union is a political and economic partnership between European nations. Interpret any 5 facts of the European Union.	3	CO2	BT3
7	Analyze any two the factors that necessitate cultural adaptation over standardization of marketing strategies.	3	CO3	BT4
8	A firm adjust its pricing strategy to manage high exchange rate volatility in a foreign market. Examine this statement.	3	CO3	BT4
9	The key determinants of country risk affect a multinational corporation's (MNC) investment decision. Categorise the key determinants.	3	CO3	BT4
10	More and more multinational companies can be seen to be managing the balance between standardization of advertising	3	CO3	BT4

	themes and customization. Infer this statement with examples.			

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	"A premium organic skincare brand from Australia wants to enter the South Korean market. Demonstrate how the company should adapt its 'Promotion' and 'Packaging' strategies to align with local beauty standards and consumer behavior".	10	CO1	BT3
12	"Globalization has increased the pressure for 'Corporate Social Responsibility' (CSR). Execute a plan to apply 'Green Supply Chain' practices across your global vendors to satisfy international environmental standards and avoid 'Greenwashing' accusations".	10	CO1	BT3

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	You have a global marketing plan for a standardized pharmaceutical product. Modify this plan for a country that uses 'Technical Barriers to Trade' (TBT).	10	CO2	BT3
14	Your company is an Indian IT firm setting up a subsidiary in Poland to serve the entire European Union. Implement a strategy that applies the 'Four Freedoms' of the EU Single Market.	10	CO2	BT3

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	"Many International Joint Ventures in emerging markets fail within the first five years. Attribute these failures to specific 'Cultural Distance' and 'Goal Incongruence' factors.	10	CO3	BT4
16	Differentiate the market selection strategies used by Amazon.com, Inc. in developed and developing countries.	10	CO3	BT4

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	Analyze how Coca-Cola Company adapts its distribution strategies to suit different cultural preferences in Asian and European markets.	10	CO3	BT4
18	Investigate the reasons why Nestlé customizes packaging and flavors for global markets.	10	CO3	BT4

Part F: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
19	**Case Study: Samsung’s Pan-Asian Strategic Synergy** Samsung Electronics manages its vast Asian operations through a regiocentric lens, viewing the continent as a cohesive strategic unit rather than a fragmented collection of 40+ independent nations. By identifying shared socioeconomic indicators—such as rising middle-class income levels and "mobile-first" digital behaviors—the company standardizes its core smartphone architecture for the region while allowing for localized "Asian" nuances. Manufacturing hubs in Vietnam and India are strategically positioned to serve the entire Southeast Asian corridor, significantly slashing logistics costs and lead times through regional trade agreements. Marketing efforts lean on a unified "One Asia" brand image, yet campaigns are tactically adjusted to align with major cultural milestones like Diwali in India or Lunar New Year in Vietnam. This regional integration allows Samsung to pilot innovative features, such as localized digital payment solutions, in one lead market before rapidly scaling them across neighboring countries. However, this model requires constant navigation of fluctuating exchange rates between the Rupee, Baht, and Rupiah, alongside varying national telecommunication regulations. Ultimately, this regiocentric approach enables Samsung to achieve massive economies of scale while remaining sensitive to the cultural pulse of the Asian consumer. Q19 a. Apply the successful Indian payment feature rollout for a launch plan for a new AI-driven health app across the Malaysian and Indonesian markets. (8 marks) Q19 b. Illustrate Samsung’s "One Asia" brand image that can be adapted to overcome the specific challenges of currency fluctuations and differing national legal frameworks. (7 marks)	15	CO1	BT3
20	**Case Study: Global Expansion and Cultural Friction** When a Nordic furniture giant expanded into the South Korean and Indian markets, its management faced unforeseen challenges rooted in deeply embedded cultural values. In South Korea, a high Uncertainty Avoidance score meant consumers initially resisted the brand’s "self-assembly" model, preferring professional installation to ensure precision and quality. Conversely, in India, the brand encountered a high Power Distance environment where middle-class customers expected premium service and manual labour from staff rather than "doing it themselves." To address these gaps, the company had to pivot from its Swedish egalitarian roots to accommodate regional hierarchies and status-driven buying habits. In India, they introduced "assembly squads," while in Korea, they adjusted marketing to focus on the long-term reliability and safety of the materials. Meanwhile, the brand's Individualistic European marketing style, which emphasized	15	CO2	BT3

	"personal sanctuary," struggled to resonate in Collectivist Asian cultures where home life often revolves around large, extended families. These cultural nuances forced the global headquarters to rethink their standardized "one-size-fits-all" global strategy. By integrating Hofstede’s dimensions, the company eventually shifted toward a more culturally aligned approach that respected local traditions. Today, these markets are among the firm’s fastest-growing regions, proving that cultural intelligence is as vital as the product itself Q20 a. Employ Hofstede’s "Power Distance" and "Individualism vs. Collectivism" dimensions to develop a new staff training program that improves customer service interactions in the Indian market. (8 Marks) Q20 b. Sketch a modified "self-assembly" marketing campaign that would effectively reduce consumer anxiety in a high "Uncertainty Avoidance" culture like South Korea. (7 marks)			

PTO (Please Turn Over)