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# PRESIDENCY UNIVERSITY

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Bengaluru

**Mid Term Examinations - October 2026**

**Date:** 07/10/2026 **Time:** 02:00 PM - 03:30 PM

**Course Code:** BBA3070 **Course Name:** International Marketing

**Semester:** Fifth Semester **Max. Marks:** 50 **Weightage:** 50%

| CO - Levels | CO1 | CO2 | CO3 | CO4 | CO5 |
|---|---|---|---|---|---|
| Marks | 54 | 44 | 32 | 40 | 10 |

**PART A: Answer Following Questions. 10 M**

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|
| 1 | Define International Marketing and how it is different from domestic marketing? | 2 | CO1 | BT1 |
| 2 | What is the International Marketing Environment? Recall any two components of international marketing environment. | 2 | CO1 | BT1 |
| 3 | What is Exporting as an international market entry strategy? List direct and indirect exporting. | 2 | CO1 | BT1 |
| 4 | What do you mean by international Joint Venture and give an example of a successful joint venture from Coffee/IT industry in India. | 2 | CO1 | BT1 |
| 5 | What is Product Standardization vs Product Adaptation? Give one example from breakfast cereal industry/Food Industry. | 2 | CO1 | BT2 |

**PART B : Answer Any 1 Following Questions. 10 M**

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|
| 6 | Explain the concept and importance of International Marketing. Why do companies go international? Discuss with global examples. | 10 | CO1 | BT2 |
| 7 | Illustrate the International Marketing Management Process in detail with a flow diagram of documentation exchange between an exporter and impoter | 10 | CO2 | BT2 |

**PART C: Answer Any 1 Following Questions. 10 M**

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|
| 8 | Discuss PESTLE analysis of screening and selection of foreign markets from an Indian airlines expanding its operations in Australia. | 10 | CO1 | BT2 |
| 9 | Explain International Market Entry Strategies in detail - Exporting, and Franchising. Discuss their advantages and disadvantages | 10 | CO1 | BT2 |

**PART D: Answer Any 1 Following Questions. 10 M**

| Q.N. | Questions | M | CO | BT |
|---|---|---|---|---|
| 10 | What is a joint venture and Wholly Owned Subsidiary and advantegs of these international market entry strategies? Explain with suitable recent international examples. | 10 | CO1 | BT2 |

| | | | | |
|---|---|---|---|---|
| 11 | Discuss International Product Development Strategies. How do companies decide between standardization and adaptation? Explain with Coca-Cola or McDonald's example. | 10 | CO2 | BT2 |

| **PART E: Answer Any 1 Following Questions. 10 M** | | | | |
|---|---|---|---|---|
| **Q.N.** | **Questions** | **M** | **CO** | **BT** |
| 12 | Explain Pricing for International Markets. Discuss in detail the five key factors affecting International Price Determination. | 10 | CO2 | BT2 |
| 13 | Suppose you are the global brand manager of Nano Basmati Rice, planning to expand in the USA Vs Middle East markets. Compare which market will you choose, and why, considering the current geopolitical scenario? | 10 | CO2 | BT2 |