

Name:

Enrolment No:



**UPES**  
**End Semester Examination, December 2023**

**Course: International Marketing Management**

**Semester: III**

**Program: MBA IB**

**Course Code: MKTG8001**

**Time : 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	Environmental Analysis is described as the process which examines all the components, internal or external, that have an influence on the performance of the organization. The internal components of ..... represents inside of the organization.  A) Competitors B) Vendors C) Opportunities and threats D) Customers E) Strengths and weaknesses		CO1
Q 2	"The economic growth potential that can result from shifts in a population's age structure, mainly when the share of the working-age population is larger than the non-working-age share of the population". This is called as  A) Anthropomorphism B) Sociology C) Anthropology D) Demographic Dividend E) Demography		CO1
Q 3	.....is described as the process which examines all the components, internal or external, that has an influence on the performance of the organization.  A) Environmental Analysis B) Root Cause Analysis C) Fish Bone Technique D) Servqual		CO1

	E) PESTLE Analysis		
Q 4	<p>Management orientation describing management’s “conscious or unconscious belief that one’s home country is superior”. –</p> <p>A) Polycentric  B) Ethnocentric  C) Regio-centric  D) Geo-Centric  E) Customer-Centric</p>		<b>CO1</b>
Q 5	<p>..... portrays distinct stages in the sales history of product.</p> <p>A) Product Life Cycle  B) Human Life Span  C) Brand Life Cycle  D) Gartners’ Cycle  E) Lifetime Value</p>		<b>CO1</b>
Q 6	<p>The idea is to market your brand to a group that is familiar with and has an affinity for offerings that come from their home country.</p> <p>A) Niche Marketing  B) Tactical Marketing  C) Precision Marketing  D) Diaspora Marketing  E) International Marketing</p>		<b>CO1</b>
Q 7	<p>The stage in PLC characterized by lowest cost of customer acquisition and highest profits –</p> <p>A) Growth  B) Maturity  C) Decline  D) Introduction  E) Infant</p>		<b>CO1</b>
Q 8	<p><i>Example of House of Brands is –</i></p> <p>A) Proctor and Gamble  B) Marriot group of hotels</p>		<b>CO1</b>

	C) FedEx D) Apple E) Google		
Q 9	..... is a Japanese business philosophy that focuses on continuous improvement and involves all employees –  A) Poka-Yoke B) Kanban C) Keiretsu D) Kaizen E) Ikigai		<b>CO1</b>
Q 10	.....refers to an increase or decrease in the total cost of production due to a change in the quantity of the desired output.  A) Cost based pricing B) Marginal Costing C) Activity based pricing D) Penetration pricing E) Value based pricing		<b>CO1</b>
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q 11	What are INCOTERMS? Explain any three INCOTERMS.		<b>CO2</b>
Q 12	Explain international transfer pricing methods.		<b>CO2</b>
Q 13	Describe the mechanisms involved in establishing channel design and working with intermediaries.		<b>CO2</b>
Q 14	In what ways is cultural consideration an important element in global marketing? communication?		
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q 15	You are the Owner of a Basmati Rice Brand Kohinoor and decides to move into international market? Discuss the strategic and tactical marketing strategy you will adopt for your Brand?		<b>CO3</b>
Q 16	If you are the CEO of Uniqlo Retail, Japan and after having a successful launch of your products and services in the European markets, you would want to enter the Indian Market. What will you do before and after entering Indian Market.		<b>CO3</b>
Q 17	Outline the differences among ethnocentric, polycentric, regiocentric, and geocentric management orientations giving relevant examples.		<b>CO3</b>

	<p>OR</p> <p>Explain the strategic/consultative selling model in relation to selling in the global Context, being a Global Account Manager of IBM responsible for SAARC countries based out of India.</p>		
<p><b>SECTION-D</b> <b>2Qx15M= 30 Marks</b></p>			
SNO.	<b>Case: The “Bubbling” Tea Market</b>		<b>CO4</b>
	<p>Tea has been in the limelight recently thanks to increasing global demand, especially in emerging economies like China and India. China, India, Kenya, and Sri Lanka are some of the largest producers of tea in the world. A popular beverage among all socio-economic classes, tea is also popular in other Asia-Pacific countries like Thailand, Japan, Singapore, Hong Kong, and Australia. In most of these markets, offering tea to welcome guests is part of cultural hospitality. Tea is regarded as the second most-consumed liquid after water. The global increase in tea consumption can be attributed to the health and wellbeing benefits commonly associated with the beverage and its popularity as a lifestyle product. Other factors include growing tea consuming populations, an increase in disposable income, lifestyle changes, the growing size of the food and beverage industry, a new variety of flavors, innovations in packaging, and industrialization. Tea has also become a specialty beverage due to the global culture of tea cafés and tea houses, which has also encouraged restaurants to add more tea options to their menus. This has propelled tea into the luxury segment, with companies like Singapore-based TWG Tea converting the high-end teahouse concept into a \$120 million business and expanding their business operations to Europe. According to statista.com, the global tea market is expected to record significant growth. In 2017, the estimated worth of the global tea market was \$49.46 billion, and it is expected to reach \$73.13 billion by 2024, growing at a compounded annual growth rate (CAGR) of 4.5 percent between 2018 and 2024. In terms of revenue, the Asia-Pacific region is expected to lead the global tea market. However, a rising preference for tea has been exhibited in North America as well, where consumer preferences are shifting from carbonated drinks to healthier options. The Middle East and Africa region is forecasted to show significant growth between 2017 and 2023. The European tea market is also expected to exhibit impressive growth, with demand primarily driven by the premium tea segment and a variety of flavors catering to the preferences of those with more disposable income. Mint tea is in high demand in North Africa, while black tea is more popular in the Middle East region. China is the largest tea producer (worth approximately \$11.33 billion) and has an annual consumption of about 0.57 kg per person. The largest number of tea consumers are in Turkey, Ireland, the United Kingdom, Russia, and Morocco: the Turks consume an average of 3.16 kg per person per year; the Irish, 2.19 kg; and the British, 1.94 kg. The global tea market is competitive, and several large companies operate in the industry. Big players in the market include Tata Global Beverages, Kusmi Tea, Davids Tea, and Unilever, but the</p>		

many small- and medium-sized suppliers constitute a large portion of the market. The tea market can be segmented in many ways: packaging, users, distribution, and type. There are several different kinds of tea packaging, including loose tea, paper bags, aluminum tins, tea bags, and plastic boxes. Of these, the tea bag segment was the fastest growing in 2017 and enjoyed a considerable market share. The typical channels through which tea is sold include hypermarkets, supermarkets, specialty stores, convenience stores, online channels, and other channels. For tea products, traditional retail channels—supermarkets and hypermarkets—are the most popular. Based on types of users, the tea market can be divided into household and commercial segments. The commercial segment is anticipated to grow rapidly owing to increasing industrialization, a rising number of hotels and restaurants, and increasing penetration of specialty tea cafés. Geographically, the tea market is analyzed across North America, Europe, Asia-Pacific, and LAMEA (the Latin America, Middle East, and Africa region). Based on the type of tea, the market can broadly be classified into black, green, oolong, and herbal (or fruit). Of the total tea production in the world, the majority produced is black tea, at 60 percent, followed by green, at 30 percent. In terms of revenue, the black tea segment accounted for the largest market share in 2017, mainly because of its high production and continuous developments within the category. However, the green tea segment is anticipated to grow at the highest rate between 2018 and 2023 owing to its increasing adoption across the world. The increasing popularity of green tea is based on its supposed health benefits, such as a boosted immune system and weight loss. Asia-Pacific shows the highest growth rate for green tea, followed by North America. In the sub-segment of flavored tea, bubble tea, also known as pearl tea, boba tea, and tapioca tea, has become very popular around the world over the last two decades. Created in the 1980s by Liu Han-Chieh Hien at her Chun Shui Tang teahouse in Taichung, Taiwan, bubble tea is a fun and interesting drink that uses some traditional and some very non-traditional tea ingredients, including its signature chewy tapioca balls. The main drivers of the bubble tea segment are its cost-effective pricing and alleged health benefits, though critics are quick to note that it contains preservatives, food coloring, and a high amount of sugar. Typically, it uses black or oolong tea, milk, fruit flavors, a sweetener, and a chewy Taiwanese cuisine ingredient called QQ, which become the tapioca balls in the tea. The tea is freshly made with milk and sugar and then shaken with ice in a cocktail shaker, creating the bubbly froth that gives the tea its name. In 2016, the global bubble tea market was estimated to be \$1.957 billion and was projected to reach \$3.214 billion by 2023, with a CAGR of 7.4 percent between 2017 and 2023. To keep up with this growth and to target a wider customer base, the bubble tea industry spends more on developing new flavors and creating more varieties. The aim is to enhance and differentiate the bubble tea–drinking experience and appeal to different tastes. Countries like China and India show a lot of potential for growth of the bubble tea markets. Looking at the huge opportunity in India, Malaysian bubble tea company Tealive announced its collaboration with one of India’s leading franchise development companies, World Iconic Brands Hospitality Pvt. Ltd. (WIB), in 2018. WIB was given franchisee rights to open 140 stores in

	<p>New Delhi, Mumbai, and Bengaluru between 2018 and 2023. Tealive believes that India, which is primarily a tea-loving nation, is ready for more creative and modern tea-drinking experiences. Along with the international brands, local Indian brands are also entering the bubble tea segment. An example of the successful international expansion of bubble tea comes from the Taiwanese bubble tea brand Coco Fresh Tea &amp; Juice, which is now one of the leading bubble tea brands in the world. Coco was founded by Tommy Hung in 1997 in Taipei, Taiwan, and has since rapidly entered international markets through the franchising model. Today, it has more than 2,500 store locations in China, Hong Kong, the United States, Thailand, Indonesia, Philippines, South Africa, South Korea, and Canada. Although bubble tea is their best-selling item, they also sell fresh tea, milk tea, fruit tea, yogurt drinks, coffee, and other beverages. To ensure more consistency in its brand image, CoCo supports its franchisees around the world through professional training programs, innovative products, evaluation systems, and its experienced management team. CoCo believes that the brand must continuously innovate and update itself to maintain its success and build a sustainable, profitable business. The growth in the overall tea market will continue to be fueled by changing demographics and lifestyles around the world. In developed markets, where increasing sales volume is more difficult, premiumization will contribute to value growth in the industry. In developing markets, a mix of factors like population growth, income levels, affordability, and lifestyle changes will continue to drive growth. As the middle class grows and greater urbanization takes place in emerging markets, adoption of different types of tea will continue, boosting consumption in the overall tea market. The popularity of tea houses and cafes, new formats and flavors of tea, convenience, availability, and versatility have changed the tea-drinking experience. Making tea more “special” and a more premium product creates room for more brands with different propositions to be created. As more and more differentiation takes place within the tea market segment, targeting, positioning, and the marketing mix will become more important.</p>		
<p>Q 18</p> <p>Q 19</p>	<p>Discuss the segmentation of the global tea industry. With more tea products and varieties being introduced, do you think the sales growth of the industry will be sustainable?</p> <p>The coffee industry has big brands like Starbucks, Tim Hortons, Nescafé, and Second Cup. How important is branding and positioning for the tea industry?</p> <p>OR</p> <p>Do you think the bubble tea segment will continue to grow? What can international brands like Coco and Tealive do to strength their global positions?</p>		<p><b>CO4</b></p>