



<b>Name:</b>	
<b>Enrolment No:</b>	

**UPES**  
**End Semester Examination, Dec 2024**

**Course: Global Marketing**  
**Program: INTEGRATED BBA - MBA (MKTG)**  
**Course Code: MKTG8016**

**Semester: VII**  
**Time : 03 hrs.**  
**Max. Marks: 100**

**Instructions: Attempt all sections.**

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

S. No.		Marks	CO
Q. 1.	Select the right options for the given questions. (All Questions are mandatory)		<b>CO1</b>
(i)	A strong orientation toward the home country is an indication of a) Ethnocentricity b) Polycentricism c) Egocentricity d) all	<b>2</b>	<b>CO1</b>
(ii)	Being a global organization means- a) Customizing the product range for each segment in part. b) Creating standardized products for homogeneous markets c) Creating both standardized and customized products d) Any of the above	<b>2</b>	<b>CO1</b>
(iii)	Which of the following represents a company's effort to identify and categorize groups of customers and countries according to common characteristics? a) Global positioning b) Global market segmentation c) Global marketing research. d) Global targeting	<b>2</b>	<b>CO1</b>
(iv)	From the point of view of marketing, an organization that enjoys competitive advantage in an industry has done so by- a) Creating superior value for customers b) Focusing on long-term profit. c) Charging lower prices than competition d) Constantly enlarging its marketing activities.	<b>2</b>	<b>CO1</b>
(v)	Regionalism is: a) an international management orientation b) a protectionist policy created to exclude third world countries from certain forms of international trade. c) the grouping of countries into regional clusters based on geographic proximity.	<b>2</b>	<b>CO1</b>

	d) all		
(vi)	Key controllable factors in global marketing are a) government policy and legislation b) social and technical changes c) marketing activities and plans d) all the above.	2	CO1
(vii)	Globalization can create problems for business because: a) It can result in more competition. b) It reduced vulnerability to political risk and uncertainty when operating abroad. c) It means that they can increase prices. d) All the options given are correct.	2	CO1
(viii)	International product life cycle has important implications for a company's----- a) Product planning b) Strategy c) Brand image d) all	2	CO1
(ix)	Identify the concept in which marketers try to create distinct image or identity in the minds of their target customers/consumers? a) Market targeting b) Market positioning c) Market segmentation d) Market repositioning	2	CO1
(x)	Which one of the following is not a product attribute? a) Product quality b) Product feature c) Product price d) Product style & design	2	CO1

**SECTION B**  
**4Qx5M= 20 Marks**

Q. 2.	Differentiate Domestic marketing VS international marketing.	5	CO1
Q. 3.	Discuss about any two pricing strategies for global marketing.	5	CO2
Q. 4.	Explain the cross-cultural communication in global marketing context.	5	CO3
Q. 5.	Write a short note on Glocal marketing practices.	5	CO4

**SECTION-C**  
**3Qx10M=30 Marks**

Q. 6.	What is international Business environment? What are the aspects of the economic environment that an international business manager must consider about the country in which his organization operates?	10	CO2
Q. 7.	Explain the factors to be considered before setting price of a product for international market.	10	CO3
Q. 8.	Illustrate the structures of distribution channels in international market.	10	CO4

**OR**

	What is IPLC? Discuss different stages of international product life cycle.		
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Q. 9.	<p>KFC, a fast - food operator, faced immense resistance from some politically active consumer groups when it opened its operations in India. One group proclaimed that opening KFC outlets in the country would propagate a "junk-food" culture. Others proclaimed that this way " the return of imperialistic powers" and was an attempt to "Westernize the eating habits" of Indians Overzealous local authorities in the city of Bangalore used a city law restricting the use of MSG (a food additive used in the chicken served by KFC) over a certain amount as a pretext for temporarily closing down the outlet, despite the fact that the authorities did not even have the equipment to measure the MSG content in the proportions stated in law. In the capacity city of New Delhi, a KFC outlet was temporarily closed because the food inspector found a "housefly" in the restaurant. Both issues got resolved through hectic consultations with these consumer groups and through legal orders issued protecting the interests of the outlets.</p> <p>In view of the above situation, critically examine the impact of social and political environment on a firm's operation in international markets.</p>	<b>15</b>	<b>CO3</b>
Q. 10.	<p>After completion of your MBA from UPES, suppose you have been appointed Country Manager (Indian Operations) in KFC, what steps would you take to cope up with the situation?</p> <p style="text-align: center;"><b>OR</b></p> <p>Critically Analyze the reverse logistics distribution system in context of global marketing practices.</p>	<b>15</b>	<b>CO4</b>