

24/12/25
Marketing

[This question paper contains 2 printed pages.]

5425

Unique Paper Code(UPC) : UPC-2923062008

Name of the Paper : Global Marketing
Name of the Course : BMS
Semester : III
Duration : 3 hours
Maximum Marks : 90 Marks

Instructions

- Attempt **any 4** questions from **Section A**.
- **Section B is compulsory.**

SECTION A

Q1. a) What are the top fundamental motivations that drive companies to seek international expansion?

b) Explain the distinct, primary roles that both Expatriates and Inpatriates fulfill in transferring knowledge and managing local operations within a multinational corporation (MNC).

(9+9)

Q2. In the context of Michael Porter's Diamond Model, answer the following questions:

- a) Discuss the sources of national competitive advantage for the automobile industry in Germany and the luxury fashion industry in Italy.
- b) Considering that the Diamond Model is a system, meaning a change in one determinant often affects the others, discuss the effect of 'Home Demand Conditions' on the other determinants.

(9+9)

Q3. Given the fundamental differences in economic maturity, income levels, infrastructure, and institutional stability, how should a multinational corporation adapt the four Ps of the marketing mix when transitioning its operations from a Developed Market (e.g., the US) to a Developing Market (e.g., India), and then to a Post-Communist/Transition Market (e.g., Russia)? Support your answer with relevant examples and major challenges faced.

(18)

P.T.O.

Q4. a) Analyze the dual impacts, both the intended protective benefits and the unintended retaliatory costs, of the recent US-India tariff measures on key industries in each country.

b) Discuss the difference between using observable demographics and unobservable psychographics for segmenting a new foreign market. Evaluate which variable set provides a more reliable basis for achieving a superior product-market fit. (9+9)

Q5. a) What are the primary challenges and opportunities for a major Indian Information Technology (IT) Services firm considering international expansion, as analyzed through the CAGE framework, when comparing market entry into Germany versus South Korea?

b) What are the most common and serious risks that a company faces when doing business internationally, and what simple, practical steps can a business take to protect itself against these risks? Support your answer with relevant examples. (9+9)

SECTION B

Q6. Aethera Inc. is a medium-sized American manufacturer of premium, high-fidelity wireless headphones that has just entered the highly competitive East Asian market (e.g., South Korea, Japan) against a dominant local rival, ZenithTech.

ZenithTech controls 60% of the market and has superior economies of scale. Immediately following Aethera's launch, ZenithTech slashes its headphone prices by 25% across all models, clearly initiating a price war. Aethera's investors, who provided capital for the expansion, expect a clear path to profitability but also insist the company must achieve a minimum 20% market share within three years.

Aethera needs to decide on its long-term pricing strategy (Skimming vs. Penetration) once the initial price war subsides, taking into account the unique market dynamics.

Based on this case, answer the following questions:

- a) Which long-term pricing strategy would be more appropriate for Aethera to achieve its 20% market share goal against the entrenched ZenithTech, and why?
- b) Identify and briefly explain the external factors (unrelated to company costs or direct competition) that Aethera must carefully monitor and incorporate into its final pricing decision for the East Asian market to avoid future pricing crises. (9+9)