

UPC: 61017919

Course: Bachelor of Management Studies (CBCS)

Paper: Transnational & Cross Cultural Marketing

Semester: 5

Maximum Marks: 75

Instructions for candidates:

Answer any 4 questions.

All questions carry equal marks.

1. "Food products from specific locations with GI tags (geographical indicators) such as Champagne (France), Scotland (UK) and Darjeeling (India) tend to command a higher price premium w.r.t. their competitors from other geographical regions as they are seen as superior products by the consumer" In light of this statement, explain the concept of GI tags and discuss how they can help a producer from such regions to find global success. Also suggest various ways through which you can leverage the GI tag to boost revenues. Support yourself with examples.
2. "A US based company has developed a new weight-loss breakfast shake that has proven to be successful in the test market phase. Users have experienced an average weight loss of one kg per week and have expressed a willingness to use this product regularly. You are happy with this and want to take this product to a global audience and have chosen India as one of the countries you are going to expand into." In light of PESTEL analysis, comment upon the various challenges you would face as you try to sell this product in India and what all steps could you take to manage these challenges. Give suitable examples in support of your answer.
3. How do the demand and purchase patterns differ in developing and developed markets? Discuss how these impact marketing strategies of companies selling in developing markets and developed markets? Comment upon the relevance of small unit packs in developing/ rural markets? Support your answer with suitable examples.
4. "Finding the right market to expand into requires a lot of planning, research and efforts on the part of the company. This is a decision that can make or break the entire strategy of international expansion" In light of the CAGE framework, comment upon the various challenges that a company faces when it is choosing a market to expand abroad. Taking examples, discuss what sort of help and support does the CAGE framework provide in making this decision.
5. "Many countries tend to adopt protectionist measures in an attempt to support and protect their domestic economies from the entry of international companies. Some call these attempts beneficial while others label such attempts as misguided." In light of this statement, examine the concept of Protectionism and discuss some reasons behind the introduction of protectionist measures by a country. Comment on how protectionism benefits and harms the economy of the country levying the measures. Also suggest ways through which international companies attempt to manage with and avoid the protectionist sanctions imposed upon their product/ country. Support your answer with examples.
6. "Mergers and Acquisitions are a common method for international expansion." Explain the concept of M&As. Discuss how M&As are used as a tool for international expansion and comment upon the merits and demerits of using this method. Support your answer with multiple examples.