

7544A

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5. Short notes (Answer any five) (5*5)
- (i) Qualitative vs Quantitative research for international markets
 - (ii) Ethnocentric, Polycentric, Regiocentric, Geocentric framework
 - (iii) Labelling and Packaging Concerns for International Markets
 - (iv) Umbrella branding
 - (v) Entry modes into international markets
 - (vi) Skimming and Penetration pricing strategies

(200)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7544A

Unique Paper Code : 61017937

Name of the Paper : International Marketing

Name of the Course : **Bachelor of Management Studies (BMS), 2023 (LOCF)**

Semester : V

Duration : 3 Hours

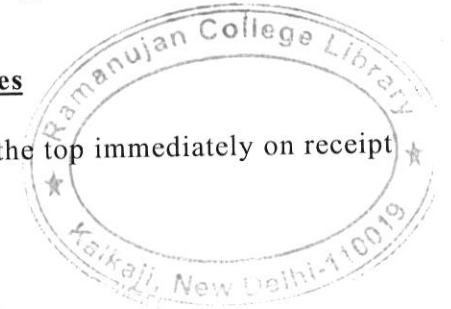
Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **All** Questions.

1. The average Indian classifies the 'developed part of the world - the West' as a group that shares quite a lot in common within itself. As a student of International marketing, keeping PESTEL analysis at

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the core discuss some significant distinctions that exist between the United States and Europe that have the potential to influence the market entry and expansion strategies of a multinational company? In what ways should a corporation tailor its business strategies when entering these two diverse markets to enhance its probability of achieving success? (12.5)

2. Suppose you are a consultant advising a traditional brick-and-mortar bookstore chain that is facing increasing competition from e-commerce giants like Amazon. Using Michael Porter's Five Forces model, analyze the industry dynamics and recommend a strategic plan to help the bookstore chain stay competitive and thrive in this digital age. (12.5)
3. As a U.S.-based organization planning to expand your operations into India, what cultural differences and challenges do you anticipate in terms of Distance, Power, Decision Making, People Management, team dynamics etc.? How would you adapt your strategies

and corporate culture to navigate these differences and ensure a smooth and successful entry into the Indian market? (12.5)

4. "In developing markets, the bulk of the customers are in the Tier 3 and Tier 4 segments and they have unique dynamics like needs and purchasing behaviour. Serving them profitably while competing with local players is specially challenging for an international company like Unilever, P&G and Nestle"

Comment upon this statement and highlight some of the unique challenges of serving Tier 3 and Tier 4 customers of FMCG products in India. With examples, further comment upon the strategies which international companies in the FMCG space have been using to serve these customers. Also discuss what additional efforts can they make to increase their market share and sales in these tiers. (12.5)