

1828

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4. How should multinational companies balance profit maximization ethically, giving due consideration to the communities they leave behind? Support your answer with examples. (18= 4+4+4+6)

(500)

[This question paper contains 8 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1828

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Unique Paper Code : 2923062008

Name of the Paper : Global Marketing (DSE)

Name of the Course : BMS

Semester : III/V

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any 4 questions from **Section A**.
3. **Section B** is Compulsory.

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SECTION A

Attempt any **FOUR** questions : (18×4=72 marks)

1. (a) Discuss the various modes of entry for production in host country when a company plans international expansion. Please provide suitable examples. (9)
(b) Elaborate upon the various stages of international marketing involvement. (9)
2. A British fashion retailer is exploring market entry into Brazil and Mexico. As a Market Research Consultant, analyse the various variables affecting market entry using PESTEL analysis. Present your findings with suggestions on positioning the brand effectively. (18)

does little to mitigate the economic challenges faced by Greenville's displaced workforce.

Questions :

1. What are the economic and social benefits Sunrise Textiles gains from moving operations to Bangladesh? How do these benefits impact the company's competitive positioning?
2. What are the economic and social costs experienced by the Greenville community as a result of Sunrise Textiles' relocation?
3. Evaluate Sunrise Textiles' responsibility to the Greenville community. Has the company fulfilled its obligations to its former employees and the community? Why or why not?

earners, creating a ripple effect of economic hardship in the local community. While Greenville's overall economy has been growing, largely due to sectors like technology and healthcare, these new jobs often require skills that former Sunrise employees do not possess.

The company has made efforts to support its former workers, providing some severance pay and partnering with local organizations to offer retraining programs. Despite these efforts, the unemployment rate in Greenville remains high, with several former employees still seeking stable employment.

The shift in operations has also impacted consumers positively. Clothes produced by Sunrise Textiles are now sold at lower prices, benefiting budget-conscious shoppers and allowing the company to compete effectively against global brands. However, this benefit

3. Explain Porter's Five Forces Model in the context of global competition. How can it help firms to analyze foreign market entry? (18)
4. An Italian luxury furniture brand is considering entering the Canadian market. As part of the International Expansion team, use Ghemawat's CAGE framework to evaluate the cultural and economic differences, and recommend strategies to position the brand in this new market. (18)
5. Compare and contrast the skimming and penetration pricing strategies in international markets. What factors should companies consider when setting prices abroad? (18)

SECTION B

The questions below are COMPULSORY. (18)

6. Case Study: Global Sourcing and Community Impact

For decades, Sunrise Textiles, an American clothing manufacturer, was a major employer in Greenville, South Carolina. The company offered stable jobs with benefits, employing over 1,500 people to produce and assemble a range of textile products. In recent years, Sunrise Textiles faced growing pressure from international competitors, particularly in countries with lower labor costs. To maintain profitability, the company moved a substantial portion of its manufacturing to Bangladesh, where wages are a fraction of those in the United States.

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Today, Sunrise Textiles employs only 200 workers in Greenville, compared to 1,200 in Dhaka, Bangladesh. The decision to move created significant cost savings for the company, as wages for workers in Dhaka are approximately \$3 per day, totaling around \$900 annually, compared to \$30,000 for workers in Greenville. Despite the significant wage disparity, Sunrise Textiles has ensured its Bangladeshi workers receive higher-than-average wages for the region, along with limited health benefits.

However, the move has had significant local repercussions. Many of Greenville's former employees, predominantly women over 40 with minimal formal education, now struggle to find jobs that match their skill set and experience. Many of these workers were single mothers and primary

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