2024/12

SET B

MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
INTERNATIONAL MARKETING
MBA – 304 A
[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs. **Full Marks: 70**

(Objective)

Time: 20 min. **Marks: 20**

Choose the correct answer from the following: *1×20=20*

1. Which role does Information Technology NOT play in global competitive analysis?
   a. Enhancing operational efficiency
   b. Offering new business model opportunities
   c. Limiting data accessibility across countries
   d. Changing industry structure and dynamics

2. In a value chain, "support activities" include:
   a. Product marketing and sales
   b. Manufacturing and delivery
   c. Human resources and technology infrastructure
   d. Customer service and after-sales support

3. Which global market entry strategy involves low risk and investment, maintaining control over production?
   a. Joint Ventures
   b. Franchising
   c. Exporting
   d. Foreign Direct Investment (FDI)

4. Which of the following is NOT a factor affecting pricing decisions?
   a. Competitor Prices
   b. Cultural Sensitivity
   c. Market Conditions and Trends
   d. Government Regulations

5. Which pricing strategy involves setting a low price to quickly attract customers and gain market share?
   a. Profit Maximization
   b. Market Penetration
   c. Return on Investment
   d. Premium Pricing

6. According to the IPLC model, in which stage is a product likely to be first launched in the home market?
   a. Growth
   b. Decline
   c. Maturity
   d. Introduction

7. What does 'Brand Equity' refer to?
   - a. The visual symbol of the brand
   - b. The total assets a brand owns
   - c. The value a brand adds to a product
   - d. The cost of marketing a brand

8. **Assertion (A):** Local customization is not necessary for all international markets.
   Reason (R): Global standardization helps maintain consistent brand identity.
   - a. Both A and R are true, and R is the correct explanation of A.
   - b. Both A and R are true, but R is not the correct explanation of A.
   - c. A is true, but R is false.
   - d. A is false, but R is true.

9. **Assertion (A):** Branding helps in building consumer loyalty.
   Reason (R): It creates a unique identity for a product in the consumer's mind.
   - a. Both A and R are true, and R is the correct explanation of A.
   - b. Both A and R are true, but R is not the correct explanation of A.
   - c. A is true, but R is false.
   - d. A is false, but R is true.

10 The process of promoting products globally by adapting messages to the local culture is known as:
   - a. Standardization
   - b. Customization
   - c. Cross-cultural communication
   - d. Localization

11 What term did Marshall McLuhan coin to describe the interconnectedness created by electronic media?
   - a. Global Economy
   - b. Digital World
   - c. Global Village
   - d. Internet Age

12 Which of the following best describes globalization from a political scientist's perspective?
   - a. Reduction of national sovereignty
   - b. Convergence of social values
   - c. Increase in trade barriers
   - d. Emphasis on local economies

13 A global marketing strategy aims to:
   - a. Focus exclusively on one country's market
   - b. Address global customers with a unified approach
   - c. Adapt products independently for each local market
   - d. Avoid coordination across different markets

14 The main objective of a centralized operation in a global marketing strategy is to:

a. Promote local preferences only
b. Reduce costs and optimize resources globally
c. Increase product complexity
d. Focus on one single market segment

15 A trade agreement involving multiple countries is known as:

a. Bilateral Agreement
b. Multilateral Agreement
c. Regional Agreement
d. National Agreement

16 Which region is characterized by high social media usage and a preference for value-for-money products?

a. North America
b. Europe
c. Latin America
d. Asia-Pacific

17 When a company adopts a "niche selling" approach, it focuses on:

a. Broad segments common across countries
b. Specialized segments with unique needs
c. Standard products across all markets
d. Multiple segments with customized offerings

18 Which of the following positioning strategies focuses on emphasizing advantages over competitors?

a. Benefit-based Positioning
b. Product-based Positioning
c. Competition-based Positioning
d. Price-based Positioning

19 In the marketing mix, the "Place" element refers to:

a. Pricing models used to position a product
b. Distribution strategy to make products accessible
c. Features and design of the product
d. Communication tactics to promote the product

20 Which pricing strategy involves setting a low price to attract a large number of customers and gain market share?

a. Premium Pricing
b. Penetration Pricing
c. Economy Pricing
d. Value-Based Pricing

Descriptive

Time: 2 hr. 40 mins. Marks: 50

[Answer question no.1 & any four (4) from the rest]

1. Define the term "Global Marketing." What is meant by "Californization of Need" in a global market context? 2+8=10

2. Analyze the impact of regional characteristics on marketing strategies, using North America and Europe as examples. 10

3. Define "Global Market Segmentation" and explain its importance in international marketing. 2+8=10

4. Explain how a hybrid segmentation approach benefits international marketers. 10

5. Analyze how information technology can influence the competitive advantage of a global firm through segmentation and positioning. 5+5=10

6. Evaluate the potential challenges and benefits of adopting a glocalization strategy for a global brand like McDonald's. 5+5=10

7. What are the main components of a Product Mix? Define 'Brand Equity' and explain its importance. 5+5=10

8. Describe the role of packaging and labeling in international marketing. Differentiate between 'Product Extension' and 'Product Adaptation. 5+5=10

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