

**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)**

II – MBA II - Semester Regular Examinations (BR23), May – 2025

GLOBAL MARKETING MANAGEMENT(MARKETING) (MBA)

Time: 3 hours

Max. Marks: 70

PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)

All Questions Carry Equal Marks

PART - B Compulsory (1 x 10 = 10 Marks)

PART -A

UNIT-I

- | | Marks | CO | BL |
|--|--------------|-----------|-----------|
| 1.a) Define Global Marketing and explain its growing importance in the modern business world. | 6M | CO1 | BL1 |
| b) Analyze how the Technological Environment shapes both opportunities and challenges for international marketers. | 6M | CO2 | BL4 |

OR

- | | | | |
|---|----|-----|-----|
| 2.a) Explain the concept of the 'Regulatory Environment' and discuss its significance for firms operating globally. | 6M | CO2 | BL2 |
| b) Compare and contrast the key characteristics and impact of the Political/Legal environment versus the Social/Cultural environment in international business. | 6M | CO2 | BL4 |

UNIT-II

- | | Marks | CO | BL |
|--|--------------|-----------|-----------|
| 3.a) Describe 'Domestic Purchasing' as an indirect method for firms to enter international markets. | 6M | CO3 | BL2 |
| b) Analyze the strategic considerations when choosing between Direct Exporting and using Foreign Manufacturing strategies without direct investment. | 6M | CO3 | BL4 |

OR

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|--|----|-----|-----|
| 4.a) Explain the concepts of Licensing and Franchising as popular global market entry modes. | 6M | CO3 | BL2 |
| b) Evaluate the potential benefits and risks associated with forming Joint Ventures as an entry strategy for Indian firms expanding internationally. | 6M | CO3 | BL5 |

UNIT-III

- | | Marks | CO | BL |
|---|--------------|-----------|-----------|
| 5.a) Discuss the different stages of the International Product Life Cycle (IPLC) and outline their implications for marketing strategy. | 6M | CO4 | BL3 |
| b) Explain how differing Product Saturation Levels in various global markets can influence a company's marketing decisions. | 6M | CO4 | BL2 |

OR

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|---|----|-----|-----|
| 6.a) Recommend strategies for effectively managing a diverse product portfolio across multiple international markets. | 6M | CO4 | BL5 |
| b) Analyze the intricate relationship between Product adaptation requirements and specific Cultural factors in international marketing. | 6M | CO4 | BL4 |

UNIT-IV

- | | Marks | CO | BL |
|--|--------------|-----------|-----------|
| 7.a) Identify and explain different types of 'Distribution Patterns' commonly observed in international markets. | 6M | CO5 | BL2 |
| b) Discuss the process and key criteria involved in Selecting suitable Foreign Country Market Intermediaries. | 6M | CO5 | BL3 |

OR

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|--|----|-----|-----|
| 8.a) Analyse the role of Advertising and Branding within international | 6M | CO5 | BL4 |
|--|----|-----|-----|

marketing channels.

- | | | | | |
|----|--|----|-----|-----|
| b) | Define 'Grey Market Goods' and explain the challenges they pose to authorized international distribution strategies. | 6M | CO5 | BL2 |
|----|--|----|-----|-----|

UNIT-V

Marks	CO	BL
	CO6	BL2

- | | | | | |
|------|---|----|-----|-----|
| 9.a) | Explain the significance of the EXIM (Export-Import) Policy of India for businesses engaged in international trade. | 6M | | |
| b) | Outline the typical set of documentation required to process an export shipment from India. | 6M | CO6 | BL2 |

OR

- | | | | | |
|-------|--|----|-----|-----|
| 10.a) | Discuss the key internal and external factors that influence Export Pricing decisions and strategies. | 6M | CO6 | BL3 |
| b) | Identify and describe the functions of key institutions or government bodies in India that provide Export Assistance to firms. | 6M | CO6 | BL3 |

PART - B

CASE STUDY

Marks	CO	BL
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11 Case Study: Global Fast-Food Expansion

A major fast-food chain, "Burger Bliss," known for its standardized menu (burgers, fries, shakes) and efficient service model, aims for rapid global expansion. Their core strategy focuses on offering consistent quality and affordable meals worldwide. Burger Bliss emphasizes standardization: a uniform menu, strict operational procedures, and a recognizable brand (logo, restaurant design). This ensures cost efficiency and brand consistency. However, they adapt by offering localized menu items (e.g., spicier options in some regions), adjusting pricing based on local economies, and modifying restaurant formats (drive-thrus vs. smaller urban locations). Marketing

Burger Bliss primarily uses franchising to enter new markets. This allows for faster expansion with local partners who understand the market and share the investment risk. Franchisees must adhere to Burger Bliss's operational standards and brand guidelines. The focus is on quick service and consistent food quality. Standardized training and processes are key. Marketing highlights affordability and convenience, often through mass media. Burger Bliss faces competition from global and local fast-food chains. Adapting to diverse tastes and dietary preferences (vegetarian options, halal compliance) is crucial. Maintaining quality control across numerous franchises and navigating varying regulations also present ongoing challenges.

CO2 BL4

10M

Questions

1. Analyse how Burger Bliss balances standardization and adaptation in its global marketing mix.
2. Discuss the potential reasons behind Burger Bliss's preference for franchising as a market entry strategy.
3. Explain how Burger Bliss uses its brand and operational model as part of its international marketing and distribution.
4. What are some potential challenges Burger Bliss might face when expanding into new international markets?
