

Course Code: 23MB4EM02
BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY &
SCIENCE(AUTONOMOUS)

II –MBA II-Semester Regular/Supplementary Examinations (BR23),), May- 2026

GLOBAL MARKETING MANAGAEMENT(MARKETING)

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)	Discuss the scope and significance of Global Marketing in the contemporary business environment.	6M	CO1	BL2
b)	Analyze the impact of the Political and Legal environment on international marketing decisions.	6M	CO2	BL4
OR				
2.a)	Explain the key differences between International Marketing and Domestic Marketing.	6M	CO1	BL2
b)	Analyze the influence of the Social and Cultural environment on global marketing strategies.	6M	CO2	BL4
UNIT-II		Marks	CO	BL
3.a)	Explain Indirect Exporting and Direct Exporting as entry strategies into foreign markets.	6M	CO3	BL2
b)	Evaluate the advantages and disadvantages of Foreign Manufacturing Strategies with Direct Investment.	6M	CO3	BL5
OR				
4.a)	Describe Foreign Manufacturing Strategies without Direct Investment (e.g., Licensing, Contract Manufacturing).	6M	CO3	BL2
b)	Discuss common market entry strategies adopted by Indian firms venturing abroad, providing suitable examples.	6M	CO3	BL5
UNIT-III		Marks	CO	BL
5.a)	Explain the concept of International Product Positioning with suitable examples.	6M	CO4	BL2
b)	Analyze the strategic alternatives available for Geographic Expansion in global markets.	6M	CO4	BL4
OR				
6.a)	Discuss the challenges and process involved in developing New Products specifically for international markets.	6M	CO4	BL3
b)	Examine the role of Branding and the impact of Culture on product adaptation in international markets.	6M	CO4	BL4
UNIT-IV		Marks	CO	BL
7.a)	Describe different International Distribution Structures available to firms entering global markets.	6M	CO5	BL2
b)	Analyze the key factors influencing the choice of distribution channels in global marketing.	6M	CO5	BL4

OR

- | | | | | |
|------|---|----|-----|-----|
| 8.a) | Discuss the major challenges faced in managing an international distribution strategy effectively. | 6M | CO5 | BL3 |
| b) | Explain the importance and key components of managing the physical distribution of goods internationally. | 6M | CO5 | BL2 |

UNIT-V

- | | | | | |
|------|---|----|-----|-----|
| 9.a) | Outline the key considerations involved in making Export Policy Decisions for a firm. | 6M | CO6 | BL2 |
| b) | Describe the main steps involved in typical Export Procedures and Documentation. | 6M | CO6 | BL2 |

OR

- | | | | | |
|-------|--|----|-----|-----|
| 10.a) | Explain the common methods and inherent challenges associated with Export Costing and Pricing. | 6M | CO6 | BL2 |
| b) | Discuss various Export Assistance schemes and Incentives available to exporters in India. | 6M | CO6 | BL3 |

PART – B

CASE STUDY

Marks CO BL

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 campaigns also feature local cultural elements. 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.

CO2 BL4

10M

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.

Questions

1. Analyze 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?
