

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - III
Sub.: International Marketing (MMM307)

Date : 18/12/2024**Total Marks : 60****Time: 10.00am to 12.30pm**

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Write Short notes on (Any Three) (15)

1. Motives for International Marketing
2. Role of WTO in trade liberalization
3. GATT
4. SAARC
5. International Promotion Mix

Q. 2. Answer in detail (Any One) (10)

1. Explain various Market Entry Strategies available for businesses venturing into international markets.
2. Highlight the importance of Environmental Issues in International Marketing.

Q. 3. Answer in detail (Any One) (10)

1. Discuss various Non-Tariff Barriers with examples.
2. Explain the key steps in Export Procedures and Documentation

Q. 4. Answer in detail (Any One) (10)

1. Discuss the impact of Economic, Political, and Socio-Cultural Environment on International Marketing.
2. Examine the role of Business Ethics in International Marketing.

Q. 5. Case Study (15)

“ABC Foods Pvt. Ltd.”

ABC Foods Pvt. Ltd. is an Indian company specializing in ready-to-eat packaged meals. The company has achieved significant success in the domestic market and now plans to expand internationally. The management is exploring potential entry into the European Union (EU) market. However, the team faces several challenges, including understanding local regulations, selecting an appropriate market entry strategy, and designing an effective marketing mix to cater to the diverse tastes of European customers.

Questions:

1. Identify and explain the factors that ABC Foods should consider when selecting the EU market as their entry point. (5 Marks).
2. Recommend a suitable market entry strategy for ABC Foods and justify your choice. (5 Marks).
3. Suggest an International Marketing Mix (4Ps) for ABC Foods in the EU market. (5 Marks).