

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2025
SEMESTER - III

Sub.: International Marketing (MMM307 / MBA24-MM306)

Date : 30/12/2025

Total Marks : 60

Time: 2.00pm to 4.30pm

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

- Q. 1. Write Short notes on (Any Three) (15)**
1. International Marketing
 2. Role of WTO in trade liberalization
 3. GATT
 4. SAARC
 5. International Monetary Fund (IMF)
- Q. 2. Answer in detail (Any One) (10)**
1. Explain the objectives and functions of the World Trade Organization (WTO)
 2. Examine the role of Business Ethics in International Marketing
- Q. 3. Answer in detail (Any One) (10)**
1. Depict the concept of franchising and its role in global marketing
 2. Discuss various Non-Tariff Barriers with examples.
- Q. 4. Answer in detail (Any One) (10)**
1. Elaborate how export decisions are made and the factors influencing them
 2. What are the impact of Economic, Political, and Socio-Cultural Environment on International Marketing
- Q. 5. (15)**
- Globe Tech, a US-based consumer electronics company, is known for its high-tech smart devices, including smart TVs, wearable's, and home automation systems. After achieving success in North America and Europe, Globe Tech plans to enter the Indian market, targeting urban, tech-savvy consumers aged 25–45. India presents a unique challenge: diverse socio-cultural values, varied income levels, price sensitivity, and differences in consumer behavior compared to Western markets. Globe Tech must decide on its market entry strategy, pricing, distribution channels, and promotional approach. The company is considering three entry options: Wholly owned subsidiary to maintain full control, Joint venture with a local electronics retailer to leverage market knowledge, Franchising for rapid expansion with minimal investment.
- Globe Tech also plans to emphasize digital marketing and influencer endorsements to appeal to younger consumers while adapting its products to local preferences, such as energy-efficient appliances for power-conscious urban areas.
- Questions:**
1. Using international market entry strategies, evaluate the pros and cons of Globe Tech's three proposed options for entering the Indian market. Which strategy would you recommend and why?
 2. Discuss how Globe Tech can adapt its marketing mix (product, price, place, promotion) to suit the Indian consumer while maintaining its global brand image.
 3. Identify potential socio-cultural, economic, and technological challenges Globe Tech may face in India. How can the company address these challenges to ensure successful market entry?