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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY/JUNE-2026
SEMESTER - III

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

Date : 03/06/2026

Total Marks : 60

Time: 10.00 am to 12.30 pm

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

- Q. 1. Write Short notes on (Any Three) (15)**
 1. Globalization
 2. UNCTAD
 3. Balance of Trade vs. Balance of Payments
 4. Foreign Direct Investment (FDI)
 5. Trade Blocs (EU, ASEAN)
- Q.2. Answer in detail (Any One) (10)**
 1. Explain the objectives and importance of International Monetary Fund (IMF) in global trade.
 2. Discuss ethical issues in global business and how companies ensure ethical practices in international markets.
- Q.3. Answer in detail (Any One) (10)**
 1. Explain Licensing as an international market entry strategy and discuss its advantages and disadvantages.
 2. What are the various tariff barriers and quota systems used in international trade with examples.
- Q. 4. Answer in detail (Any One) (10)**
 1. Discuss the steps involved in export procedure and the key documents required in export operations.
 2. Examine the impact of technological, legal, and competitive environment on international marketing decisions.
- Q.5. Case Study: (15)**
 Tech Nova, a Germany-based company specializing in high-end laptops, smart gadgets, and AI-powered devices, is planning to expand into the Middle East, specifically targeting the UAE and Saudi Arabia. The brand is known for innovation, durability, and premium pricing in Europe. The Middle Eastern market offers a growing young population, high purchasing power, and interest in new technology. However, Tech Nova faces challenges such as cultural diversity, varied consumer expectations, regional price competition, and strict digital advertising regulations. Tech Nova is considering three market entry strategies Joint Venture with a leading Middle Eastern electronics chain, Exporting through online platforms and tech distributors, Strategic Alliance with telecom operators offering bundled device plans. To suit local preferences, Tech Nova plans to offer bilingual software support (Arabic & English), heat-resistant devices suitable for regional climates, and installment-based payment options popular in the Middle East. The brand wants to position itself as a premium yet customer-friendly tech company and is designing a marketing mix focused on localized promotions, influencer partnerships, and in-store experience zones.
- Questions:**
 1. Evaluate the pros and cons of Tech Nova's three market entry strategies. Which option would you recommend and why?
 2. How can Tech Nova adapt its marketing mix (product, price, place, promotion) to align with Middle Eastern consumer needs while preserving its global identity?
 3. Identify major cultural, economic, and regulatory challenges that Tech Nova may face in the Middle East. Suggest strategies to overcome these challenges for a successful market entry.