

ADMISSION NUMBER											

**School of Business**  
**Bachelor of Business Administration**  
**Mid Term Examination - Mar 2024**

**Duration : 90 Minutes**  
**Max Marks : 50**

**Sem VI - D1UA603T - International Marketing**

General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Design a comprehensive international marketing plan for a multinational corporation entering a new region. K4 (4)
- 2) Interpret the differences in the scope of international marketing research compared to domestic marketing research. K5 (5)
- 3) Evaluate the ethical considerations involved in conducting international marketing research, particularly in culturally sensitive contexts. K5 (5)
- 4) Identify the challenges of marketing a product in developed markets versus emerging markets. K3 (6)
- 5) TikTok - Global Data Privacy and National Security Concerns: TikTok, owned by Chinese company ByteDance, has faced scrutiny and regulatory challenges in several countries, including the United States, India, and parts of Europe, over data privacy concerns and potential ties to the Chinese government. The app has been banned by India and faced potential bans in the U.S., reflecting broader tensions between China and other global powers. These challenges have required TikTok to navigate a complex array of political and legal issues, affecting its global operations. Answer the following question from the case. K4 (8)

(Question 1) Examine the impact of political and legal uncertainties on long-term international marketing strategies for multinational corporations

(Question 2) Propose a solution to recover the tik tok business

6) McDonald's is known for adapting its menu to local tastes, such as offering vegetarian burgers in India and rice burgers in Japan. Decide a comprehensive international positioning strategy framework that considers cultural, economic, and competitive factors K5 (10)

7) GlobalSnacks Co., a renowned brand with a strong presence in over 50 countries, has decided to expand its product offerings by launching a new line of gourmet potato chips. These chips are aimed at the premium market segment and feature distinctive flavors inspired by various international cuisines. Given the brand's established reputation and the premium positioning of the new product line, maintaining high-quality packaging is essential. This not only ensures the integrity of the product but also enables compliance with international safety standards. Moreover, premium packaging enhances the appeal of the chips and aligns with the expectations of the target market, reinforcing the brand's commitment to quality and excellence. K6 (12)

Questions-

a) Design a comprehensive strategy for GlobalSnacks Co. to effectively communicate the unique flavors and international inspirations of its gourmet potato chips to consumers (6 marks).

b) Discuss the implementation of measures by GlobalSnacks Co. to maintain consistent quality standards across its global production and distribution channels for the gourmet potato chips (6 marks).