PVP24

Code No: **24BA4T3MA**

II MBA - II Semester - Regular Examinations – JUNE 2026

GLOBAL MARKETING MANAGEMENT

Duration: 3 Hours Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.
2. Part-A contains 5 essay questions with an internal choice from each unit. Each Question carries 12 marks.
3. Part-B contains one Case Study for 10 Marks.
4. All parts of Question paper must be answered in one place

BL – Blooms Level CO – Course Outcome

PART - A

			BL	CO	Max. Marks
UNIT – I					
1.	a)	Explain the scope and significance of Global Marketing.	L2	CO 1	6 M
	b)	Discuss the importance of understanding Business Customs in International Markets.	L2	CO 1	6 M
OR					
2.	a)	Analyze the factors affecting foreign trade trends and their implications for global business strategies.	L4	CO 1	6 M
	b)	Describe the major Global Market Environment factors affecting international marketing decisions.	L2	CO 1	6 M
UNIT – II					
3.	a)	Compare the characteristics of marketing	L4	CO 2	6 M

		in transitional economies versus third-world countries, highlighting key challenges and opportunities.			
	b)	Explain Indirect Exporting and Domestic Purchasing as market entry strategies.	L2	CO 2	6 M
OR					
4.	Explain the various market entry strategies available for new firms and justify which strategies are most effective for startups.		L4	CO 2	12 M
UNIT-III					
5.	a)	Explain the factors influencing pricing in Global Marketing.	L2	CO 3	6 M
	b)	Apply the concept of the Global Product Life Cycle (GPLC) to a multinational corporation launching a new product in each stage of the cycle.	L3	CO 3	6 M
OR					
6.	a)	Discuss the challenges involved in managing new products and brands in global markets.	L2	CO 3	6 M
	b)	Explain the concepts of Dumping and Price Distortion in international trade.	L2	CO 3	6 M
UNIT – IV					
7.	a)	Discuss the principles of effective communication in international promotion.	L2	CO 4	6 M
	b)	Explain the criteria for selecting foreign country market intermediaries.	L2	CO 4	6 M
OR					

8.	a)	Explain the major Distribution Patterns followed in international markets.	L2	CO 4	6 M
	b)	Discuss the challenges in managing a Global Distribution Strategy.	L3	CO 4	6 M
UNIT – V					
9.	a)	Explain the process of Export Pricing and Costing in international trade.	L2	CO 5	6 M
	b)	Discuss the objectives and key features of the Export–Import Policy of India (2015–2020).	L2	CO 5	6 M
OR					
10.	a)	Introduce Export Marketing Documentation and explain its role in export procedures.	L2	CO 5	6 M
	b)	Analyze the impact of India's EXIM Policy (2015–2020) on export promotion and trade facilitation.	L4	CO 5	6 M

PART – B

	CASE STUDY	L4	CO3	10 M
11.	In 2018, Apple Inc. launched a new flagship smartphone positioned as a premium global product. The company followed a global standardization strategy, offering largely the same core product across North America, Europe and Asia while making minor adaptations such as dual-SIM capability and region-specific apps in select markets. During the introduction stage, Apple adopted a price skimming strategy, setting a high initial price to recover R&D costs and reinforce its premium brand image. In developed markets, strong brand loyalty and high purchasing power supported this approach. However, in emerging markets like India and Southeast Asia, demand was more price-sensitive			

and competition from value-driven brands intensified.

Competitors such as Xiaomi Corporation and Samsung Electronics adopted contrasting pricing strategies. Xiaomi emphasized penetration pricing by offering feature-rich devices at lower margins to rapidly expand market share. Samsung followed a mixed strategy—premium pricing for flagship models and competitive pricing for mid-range segments.

As the product entered the growth and maturity stages of the Global Product Life Cycle (GPLC), Apple faced several challenges:

Price Factors: Currency fluctuations, import duties, logistics costs and local taxation significantly affected final retail prices.

Non-Price Factors: Brand equity, perceived quality, ecosystem lock-in, after-sales service and country-of-origin effect influenced consumer willingness to pay.

Gray Markets & Price Distortion: Price differences across countries led to parallel imports, disrupting authorized distribution channels.

Dumping Allegations: Some competitors were accused of selling devices below cost in foreign markets to eliminate local competition.

Policy Alternatives: Apple evaluated uniform global pricing, dual pricing (developed vs. emerging markets) and market-based pricing aligned with local demand conditions.

To sustain competitiveness, Apple localized financing options, partnered with regional e-commerce platforms and adjusted older model prices while maintaining premium positioning for new releases.

Questions:

i. Using the Global Product Life Cycle framework, analyze how pricing strategy should evolve across different stages of the product in developed and emerging markets.

ii. Evaluate the impact of price and non-price factors on global pricing decisions. What pricing policy alternative would you recommend for premium brands operating in price-sensitive markets?