

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - SUMMER 2026

Subject Code: MB03092131

Date: 18-05-2026

Subject Name: International Marketing

Time: 02:30 PM To 05:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Strategic Alliance	
(b) International Marketing	
(c) Polycentricity	
(d) Piggybacking	
(e) Anti Dumping	
(f) Turnkey operations	
(g) Free Trade Area	
Q.2 (a) What is International Marketing? Explain the stages of international marketing with example.	07
(b) Discuss the social, ethical and environmental issues in International Marketing?	07
OR	
(b) Explain various modes of entry into foreign markets.	07
Q.3 (a) What are the key stages involved in developing a new product? Explain each step.	07
(b) Describe the strategies used for sales promotion and advertising in international marketing, along with examples.	07
OR	
(a) Describe the international product life cycle theory and compare with domestic PLC	07
(b) What are the main factors a company should consider when choosing which international market to enter?	07
Q.4 (a) How Licensing is important in Internationalization ?	07
(b) Explain the different types of intermediaries involved, especially in relation to a Indirect distribution channel?	07

OR

- (a)** What are the main challenges businesses face when communicating across different countries? Explain them in detail with relevant insights? **07**
- (b)** The EPRG framework outlines four ways a company can approach international business. How do these different mindsets influence a firm's marketing strategies across global markets? **07**

Q.5

Desi Threads, a homegrown Indian fashion brand, started as a small boutique in Jaipur, specialising in handwoven, eco-friendly ethnic wear. The company worked closely with local artisans to create clothing that celebrated traditional Indian craftsmanship while offering modern designs for young, urban customers.

Initially, Desi Threads sold mostly in domestic metro cities through pop-up stores and social media. Its growth was steady, but limited to a niche audience who valued sustainable and artisan-made fashion. The brand name was familiar among select circles, but it lacked visibility in wider retail spaces.

In 2021, after gaining some online traction through Instagram, Desi Threads received enquiries from international customers, especially from the Indian diaspora in the US, UK, and UAE. Recognising the potential, the company began exploring global markets. However, they soon realised that appealing to international consumers required more than simply shipping abroad.

To make their products more globally appealing, Desi Threads rebranded itself with a more inclusive tagline: "Tradition with a Global Soul." They created separate collections that blended Indian prints with contemporary western cuts. They also partnered with influencers and small boutiques in London and Dubai. Rather than focusing only on "ethnic" wear, they began marketing their products as "slow fashion with a story."

Despite initial success, Desi Threads struggled with supply chain challenges, inconsistent branding across countries, and deciding whether to market under the same name in all regions

- (a)** What kind of international marketing strategy should Desi Threads adopt to appeal to both Foreign based Indians and non-Indian customers abroad? **07**
- (b)** How can Desi Threads maintain its authenticity while adapting its branding for different cultural contexts? **07**

OR

- (a)** Suggest two entry strategies that would help Desi Threads build a strong presence in foreign markets while managing costs. **07**
- (b)** Under what circumstances should Desi Threads consider using different brand names or marketing messages in different countries? **07**

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: MB03092131

Date: 20-12-2025

Subject Name: International Marketing

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Explain Country-Of-Origin.	
(b) Explain the term Grey Market:	
(c) Explain International Logistics:	
(d) Explain International Marketing	
(e) Explain the term Price Standardization	
(f) Explain Contract Manufacturing	
(g) Explain Ethnocentricity	
Q.2 (a) Explain the steps involved in the International Marketing Process?	07
(b) Explain life cycle of the international product with suitable examples	07
OR	
(b) Elaborate on the different market entry strategies with suitable examples	07
Q.3 (a) Explain the key factors a company should consider while selecting international distribution channels for its products?	07
(b) For a company planning to sell its products in International Markets, discuss the key factors it should consider.	07
OR	
(a) Discuss the term international logistics, and explain the key components and considerations for managing logistics in global markets	07
(b) Explain the key warehousing and insurance strategies in international marketing, and how can they help businesses manage risks? Illustrate with an example.	07
Q.4 (a) Elaborate on the issues and challenges faced in communication across countries while using international promotional tools.	07

- (b) Is the practice of dumping in international trade considered ethical? Explain its implications with practical examples. 07

OR

- (a) Examine the factors influencing the decisions for having a standardized vis-a-vis localized advertising process across countries 07
- (b) Discuss the significance of understanding culture in International Marketing. Give examples 07

Q.5

Case Study: "XYZ" Beverages – Challenges in International Advertising

"XYZ" Beverages, a mid-sized health drink company based in Gujarat, recently expanded its operations to Thailand and Europe. Renowned for its natural fruit juices and innovative flavors like "Mango Lassi Smoothie" and "Berry Ginger Twist," the company has a strong presence in India. However, its first international campaigns highlighted several challenges in advertising across diverse markets.

Language and Translation Issues: In Thailand, the tagline "Refresh Naturally with XYZ Beverages" was mistranslated, inadvertently suggesting that the drink possessed "magical powers." While amusing, this created confusion among consumers and required urgent correction with the help of local linguistic experts.

Cultural Sensitivity Challenges: Cultural norms in Thailand also affected advertising visuals. An initial campaign depicting a husband working in the kitchen and serving "XYZ" beverage to his children while his wife was shown to be working on a laptop was deemed inappropriate. "XYZ" Beverages had to redesign its visuals to align with local cultural expectations. In Europe, where consumers value premium quality and sophisticated branding, "XYZ's" colorful, youthful packaging that worked in India had to be adapted to meet European aesthetic preferences.

Media and Technological Differences: The effectiveness of promotional channels varied across regions. In Thailand, digital ads on Instagram and Facebook generated strong engagement. In contrast, European audiences responded better to influencer-led YouTube campaigns and print media. This highlighted that a uniform media strategy cannot effectively reach diverse international markets.

Regulatory Compliance: Europe's strict regulations required detailed nutritional labeling and restricted certain health claims. As a result, XYZ Beverages had to modify both its packaging and advertising messages to comply with local legal standards.

Strategic Adaptation: Despite these challenges, XYZ Beverages successfully balanced localized content with global branding. The company retained its recognizable logo and core brand colors while customizing campaigns to local languages, cultural norms, and media preferences. This approach allowed XYZ Beverages to enter new markets effectively without compromising its brand identity.

- (a) Explain how "XYZ" Beverages could have anticipated and prevented language and translation errors before launching campaigns in Thailand and Europe? 07
- (b) Explain the different measures companies can take to ensure their advertising respects cultural norms in different countries? 07

OR

- (a) Explain as to how "XYZ" Beverages identify the most effective media channels in diverse international markets? 07

- (b)** Discuss ways as to how can companies maintain global brand consistency while adapting their campaigns for local audiences?

07
