

Code No: **21BA4T3MA**

**II MBA - II Semester – Regular / Supplementary Examinations
MAY 2024**

GLOBAL MARKETING MANAGEMENT

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
 2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
 Each Question carries 2 Marks.
 3. Part-B contains 5 essay questions with an internal choice from each unit.
 Each Question carries 10 marks.
 4. Part-C contains one Case Study for 10 Marks.
 5. All parts of Question paper must be answered in one place
- BL – Blooms Level CO – Course Outcome

PART - A

		BL	CO
1. a)	Define Global Marketing.	L3	CO1
1. b)	What do you mean by business customs in Global Business?	L1	CO1
1. c)	Define STP.	L1	CO2
1. d)	List out the advantages of Franchising.	L1	CO2
1. e)	Explain Dumping.	L2	CO3
1. f)	Examine the role of e-channels in Global Marketing.	L1	CO4
1. g)	Define Bill of Lading.	L1	CO5
1. h)	Define Commercial Invoice.	L3	CO5

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Discuss the significance of Global Marketing in firm's perspective.	L2	CO 1	5 M
	b)	Differentiate between Domestic Marketing and Global Marketing.	L2	CO 1	5 M

OR				
3.	Analyze the different global market environmental factors with suitable examples.	L4	CO 1	10 M
<u>UNIT – II</u>				
4.	a) Explain the different characteristics of Regional Markets.	L4	CO 2	5 M
	b) Illustrate the different marketing problems faced by a firm in Third World Countries.	L3	CO 2	5 M
OR				
5.	Explain about different Global Market entry strategies for a new FMCG firm.	L4	CO 2	10 M
<u>UNIT-III</u>				
6.	a) Discuss about the different stages in Global Product Life Cycle.	L2	CO 3	5 M
	b) Discuss the characteristics of a Global Brand.	L2	CO 3	5 M
OR				
7.	a) Explain the factors influencing pricing in Global Marketing.	L4	CO 3	5 M
	b) Illustrate about different Global Pricing methods.	L3	CO 3	5 M
<u>UNIT – IV</u>				
8.	a) Examine the importance of promotion in Global Marketing.	L3	CO 4	5 M
	b) Explain about different promotional mix elements in Global Marketing.	L4	CO 4	5 M
OR				
9.	a) Discuss the role of market intermediaries in Global Marketing.	L2	CO 4	5 M
	b) Explain the challenges in managing a Global Distribution Strategy.	L4	CO 4	5 M
<u>UNIT – V</u>				
10.	Explain the objectives and main features of EXIM Policy-2020 of India.	L2	CO 5	10 M

OR					
11.	a)	Illustrate the importance of Export Documentation.	L3	CO 5	5 M
	b)	Discuss the basic documents required in Exports and Imports.	L2	CO 5	5 M

PART –C

		BL	CO	Max. Marks
12.	<p>Millet is a common term to categorize small-seeded grasses that are often termed nutriceals or dry land-cereals, and includes sorghum, pearl millet, ragi, small millet, foxtail millet, proso millet, barnyard millet, kodo millet and other millets. Millets are the cereal crops generally small-seeded and known for high nutritive value. Increasing interest in reviving the consumption of millets across various countries is favoring the growth prospects of this market in recent years. A number of initiatives are also being undertaken toward enhancing millet cultivation and consumption to reduce health risks caused due to diabetes, obesity, cardiovascular diseases. With an annual global output of 25 million tons, millet has been one of the basic nutrients of humans for 4 thousand years in Africa and Asia and for Europe until the end of the Middle Age. The global millet consumption has declined at a rate of 0.9% and expected to witness positive movement during 2019-2024.</p> <p>The urban lifestyle choices and related food habits have given rise to number of diseases such as diabetes, obesity and cardiovascular problems such as heart attack, coronary artery disease, arrhythmias etc.</p> <p>It also contains calcium, iron and fibers which help to fortify essential nutrients for the healthy growth in children. Millet has more protein than rice and is rich in vitamins A and B, iron, phosphorus, magnesium and manganese. The usage of millets in infant food and</p>	L 2 L 3	CO2 CO3	10 M

	<p>nutrition products is increasing and many manufacturers are expanding their business operations by acquiring smaller firms. It has also found usage in beverages like beer. Gluten-free beers are specially produced for individuals focused on reducing their gluten intake or diagnosed with celiac disease or a gluten intolerance. Breweries have started to add gluten-free beer option to increase their consumer base. Numerous developing nations and federal governments are framing long-term policies to roll out nutrition programs aimed at tackling malnutrition. The support of government initiatives and inclusion of millets in various food and beverage products are likely to enhance its industry size.</p> <p>With steadily increasing demand from urban population in Asia Pacific, mainly India and China, farmers have begun drifting towards millets cultivation over rice and wheat. High product prices in comparison with largely consumed grains are acting as a hindrance for penetration in urban food market. These high prices are owing to lower production volume and weak supply chain in millets market in India as compared to rice and wheat.</p> <p>In this scenario, many small, medium and Former Producer Organizations (FPO) started procuring, grading, and processing to market in both domestic and global markets. As you are a global marketing manager of a well-established FMCG firm in India,</p> <p>Questions:</p> <ol style="list-style-type: none"> Identify the reasons for the sales growth of millets in India as well as abroad. Discuss the suitable market entry strategies to enter in USA. 			
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