

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
END TERM EXAMINATION (TERM -III)

Subject Name: **International Marketing**

Time: **02.00 hrs**

Sub. Code: **PGM34**

Max Marks: **40**

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO's	Statement of Course Outcomes	Bloom's Taxonomy
CO1	Explain the scope, evolution, and strategic role of international marketing in global business.	Remembering – L1 Understanding – L2
CO2	Analyze global economic, cultural, political, and legal environments influencing international markets.	Understanding – L2 Analyze – L4
CO3	Apply international market research and entry strategies to real-world global business scenarios.	Apply – L3 Evaluate – L5
CO4	Evaluate international marketing mix decisions using global best practices and comparative analysis.	Analyze – L4 Evaluate – L5
CO5	Design AI-enabled and digital-driven international marketing strategies using industry tools.	Create – L6
CO6	Integrate sustainability, ethics, and risk management into international marketing decision-making	Evaluate – L5 Create – L6

SECTION – A

Attempt all questions. All questions are compulsory.

2×6 = 12 Marks

Questions	CO	Bloom's Level
Q. 1: (A). How does EPRG help in international marketing decisions?	CO1 (A-C)	
Q. 1: (B). Identify one company that follows a geocentric orientation and justify briefly.		
Q. 1: (C). Mention two benefits of FTAs.	CO2 (D-F)	
Q. 1: (D). A US brand fails in India due to cultural mismatch. Identify one cultural factor responsible.		
Q. 1: (E). How does globalisation influence marketing strategies?		
Q. 1: (F). Why is environmental scanning important in international marketing?		

SECTION – B

All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice)

6 x 3 = 18 Marks

Questions	CO	Bloom's Level
Q. 2: (A). An Indian organic skincare company, <i>HerbalGlow</i> , plans to expand into Germany and Brazil. Initial research shows that German consumers prefer certified, dermatologically tested products, while Brazilian consumers are more influenced by price and social media trends. The company is unsure whether to	CO3	

standardize its product line or adapt it. It is also evaluating entry options such as exporting, joint ventures, or wholly owned subsidiaries. Analyse the suitability of different market entry strategies for HerbalGlow’s expansion into Germany and Brazil, and recommend the most appropriate strategy for each market with justification. Or Q. 2: (B). A born global technology firm rapidly expands across multiple international markets but encounters significant regulatory and cultural challenges. Analyse how the firm should adapt its global competitive strategy and coordination mechanisms to sustain growth and ensure long-term success. Q. 3: A fast-food brand failed in Japan due to poor localization. (A) Suggest how product and promotion should be adapted for the Japanese market. Or (B). Evaluate whether standardization or adaptation would be more effective in this case. <i>(internal choices with two questions corresponding to the same CO)</i> Q. 4: A global brand wants to use data-driven decision-making. (A). Identify four ways in which data and AI can support customer segmentation and targeting in global markets. Briefly explain each. Or Q. 4: (B). Suggest key performance indicators (KPIs) for evaluating cross-border e-commerce success and explain their managerial use.	CO4 CO5	
<u>SECTION - C</u> Read the case and answer the questions 5×02 = 10 Marks		
Questions	CO	Bloom’s Level
Q. 5: Case Study: Netflix’s Global Expansion and Localization Challenge Netflix has aggressively expanded into over 190 countries using a largely standardized digital platform supported by data-driven personalization. Its global strategy initially focused on offering a uniform content experience supported by AI-based recommendations. However, as the company expanded deeper into emerging markets such as India, Southeast Asia, and Latin America, several challenges emerged: • Cultural Disconnect: A significant portion of global content failed to resonate with local audiences due to differences in language, storytelling preferences, and cultural values. • Regulatory Pressures: Governments in countries like India and Indonesia imposed content regulations related to censorship, data privacy, and local content quotas. • Pricing Sensitivity: Subscription pricing remained a barrier in price-sensitive markets, leading to lower penetration compared to local competitors. • Rising Competition: Strong regional players (e.g., local OTT platforms)	CO6	

offered localized content at lower prices. • Infrastructure Constraints: Internet bandwidth limitations in certain regions affected streaming quality and user experience. To address these issues, Netflix has begun investing heavily in local original content, experimenting with mobile-only pricing plans, forming regional partnerships, and using AI-driven analytics to better understand local viewing behavior. Questions: Q. 5: (A). Evaluate the key environmental (cultural, regulatory, economic) factors affecting Netflix's performance in international markets. Which factors are most critical and why? Q. 5: (B). Design a practical global strategy for Netflix that balances standardization and localization, while addressing pricing, competition, and sustainability concerns.		
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Kindly fill the total marks allocated to each CO's in the table below:

COs	Question No.	Marks Allocated
CO1	Q.1 (A-C)	6
CO2	Q.1 (D-F)	6
CO3	Q.2 A and B	6
CO4	Q.3 A and B	6
CO5	Q.4 A and B	6
CO6	Q.5 A and B	10

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create