GL BAJAJ Institute of Management & Research Greater Noida FIND YOUR SPARK

Roll No…………

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

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

Subject Name: **International Marketing** Time: **01.00 hrs**

Sub. Code: **PGM34** Max Marks: **20**

Note: All questions are compulsory. Read the case and answer the questions

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

CASE STUDY 1

<u>Case Title: McDonald's in India – Rethinking Global Marketing Orientation</u>

Case Background:

McDonald's entered India in 1996, a market vastly different from its traditional Western markets. India posed significant challenges due to its cultural, religious, and economic diversity.
The biggest challenge for McDonald's was that its core global product—beef-based burgers—was unacceptable in India due to religious sentiments among a large section of the population. Additionally:

- A significant vegetarian population
- High price sensitivity
- Strong preference for local flavors
- Diverse regional food habits

Strategic Shift in Orientation:
Initially, McDonald's followed a global standardization approach. However, it quickly realized that an ethnocentric strategy would fail in India. The company shifted towards a more polycentric orientation, focusing on local market needs.

Strategic Decisions:
1. Product Adaptation:

- Introduced McAloo Tikki Burger, Paneer-based items
- Completely eliminated beef and pork products

2. Supply Chain Innovation:

- Developed an entirely new local sourcing network
- Ensured strict segregation of vegetarian and non-vegetarian products

3. Pricing Strategy:

- Introduced affordable pricing models targeting middle-class consumers

4. Cultural Alignment:

- Focused on family-oriented dining experiences
- Adapted communication to reflect Indian values

Outcome:

- Became one of the most successful QSR brands in India
- Created a strong localized identity while retaining global branding

Discussion Questions (5 Marks Each):

Q1. Explain how McDonald's transition from an ethnocentric to a polycentric orientation influenced its success in India. *(CO1 | Bloom's: Understand)*

Q2. Analyze the role of cultural and consumer behavior factors in shaping McDonald's strategy in India. *(CO2 | Bloom's: Analyze)*

CASE STUDY 2 (10 MARKS)

<u>Case Title: Tesla's Entry into China – Navigating Global Trade and Political Environment</u>

Case Background:

Tesla identified China as a key growth market due to its:

- Large consumer base
- Government support for electric vehicles
- Rapid urbanization

However, entering China posed several challenges related to political, legal, and economic environments:

- Strict government regulations
- High import tariffs on foreign vehicles
- Strong domestic competitors
- Intellectual property concerns

Strategic Approach:

1. Foreign Direct Investment (FDI):

Tesla established its Gigafactory in Shanghai, becoming the first foreign automaker allowed to operate without a local joint venture.

2. Trade Environment Adaptation:

- Avoided high import duties by producing locally
- Leveraged favorable Chinese EV policies and subsidies

3. Pricing Strategy:

- Reduced costs through local production
- Made Tesla vehicles more competitive in the Chinese market

4. Political and Legal Navigation:

- Worked closely with Chinese authorities
- Complied with regulatory frameworks

Global Marketing Implications:

Tesla's approach reflects an understanding of:

- International trade structures
- Government influence on business
- Strategic importance of localization in production

Outcome:
- China became Tesla's largest production hub outside the USA
- Significant increase in global sales and profitability

Discussion Questions (5 Marks Each):
Q1. Explain how the international trade environment influenced Tesla's entry strategy in China.
(CO1 | Bloom's: Understand)
Q2. Analyze the impact of political and legal factors on Tesla's operations in China.
(CO2 | Bloom's: Analyze)

Kindly fill the total marks allocated to each CO's in the table below:

COs	**Blooms Taxonomy Levels**	**Marks Allocated**
CO1	L1	10 Marks
CO2	L4	10 Marks

Blooms Taxonomy Levels given below for your ready reference:
L1= Remembering
L2= Understanding
L3= Apply
L4= Analyze
L5= Evaluate
L6= Create