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EXAMINATION : DECEMBER - 2023
SEMESTER - III
Sub: International Marketing (MMM307)

Date: 19/12/2023

Total marks: 60

Time: 10.00 am To 12.30 pm

SECTION – I

Q. 1. Fill in the blanks.

(5)

1. What does S stand for in SAARC ?
 - a) South
 - b) Sight
 - c) Synthetic
 - d) Sour
2. _____ the practice of using another forms successful business model.
 - a) Franchising
 - b) Contract Manufacture
 - c) Licensing
 - d) Supply chain
3. What are direct marketing strategies
 - a) Email
 - b) Telemarketing
 - c) Direct Mail
 - d) All of the above
4. Integrating AI into international marketing can
 - a) Enhance efficiency
 - b) Decrease efficiency
 - c) Decrease reliance on digital platforms for global promotions
 - d) None of the above
5. What is the primary focus of International Marketing?
 - a) Local market expansion strategies
 - b) Selling products within a single country
 - c) Marketing products and services across national borders
 - d) Creating marketing campaigns for a specific region

Q. 2. Answer the following. (Any Two)

(20)

1. How can a multinational company effectively navigate and adapt its marketing strategies to the changing economic, political, legal, technological, and socio cultural environments when expanding into new international markets?
2. Describe the key aspects of Logistics and distribution
3. What are the Emerging issues in international marketing
4. Explain International marketing and state the trends of international marketing

Q. 3. Write notes on. (Any Two)

(10)

1. Business Ethics
2. Post liberalization Export- Import policy
3. International Promotions

SECTION – II

Q. 4. Case Study

(15)

Apple's Customer Relationship Marketing Excellence

Background: Apple, a technology giant founded by Steve Jobs, has not only revolutionized the industry with its innovative products but has also set a benchmark in customer relationship marketing (CRM) through its distinctive approach to customer engagement.

Situation: In a fast-paced and competitive tech landscape, Apple recognized the need to establish strong connections with its customers. This became crucial not only for brand loyalty but also for fostering a sense of community around its products.

CRM Initiatives:

1. **Product Personalization:**
 - Apple's CRM strategy revolves around understanding individual preferences. The company collects data on users' app usage, purchase history, and device interactions.
 - This information is used to personalize the user experience, from suggesting apps to customizing device settings, ensuring a tailored and enjoyable interaction.
2. **Apple ID Ecosystem:**
 - The Apple ID ecosystem, linking devices and services, serves as a hub for customer data.
 - This interconnectedness not only provides a seamless experience for users across devices but also allows Apple to analyze user behavior comprehensively, facilitating targeted engagement.
3. **Customer Support and Community Building:**
 - Apple prioritizes customer support, offering personalized assistance through its retail stores, online chat, and dedicated support lines.
 - The creation of Apple Communities and forums encourages users to share experiences and solutions, fostering a sense of belonging among Apple product enthusiasts.
4. **Regular Updates and Exclusivity:**
 - Apple maintains customer engagement by regularly updating its software and introducing exclusive features.
 - This approach not only keeps devices up-to-date but also provides users with a continuous sense of exclusivity and value.

Results:

1. **Brand Loyalty and Advocacy:**
 - Apple's focus on personalized experiences and product quality has led to unparalleled brand loyalty.
 - Satisfied customers often become brand advocates, recommending Apple products to friends and family.
2. **Community Engagement:**
 - The creation of a vibrant community around Apple products has strengthened the brand's relationship with its customers.
 - Users actively participate in discussions, sharing tips, and troubleshooting, creating a supportive ecosystem.
3. **Market Leadership:**
 - Apple's CRM strategies contribute to its market leadership by consistently meeting and exceeding customer expectations.
 - The company's ability to adapt to customer needs and preferences positions it as an industry trendsetter.

Conclusion: Apple's mastery of Customer Relationship Marketing goes beyond providing products; it is about creating an immersive and personalized experience for each user. Through product personalization, community building, and ongoing innovation, Apple has not only retained customer loyalty but has also set a standard for customer engagement in

the tech industry. The case of Apple demonstrates how effective CRM can lead to lasting customer relationships and market dominance.

1. Examine the role of Apple's CRM strategy.
2. What benefits does this community-driven approach bring to the brand?

Q. 5. Answer the following:

(10)

- a) Enlist and explain market entry strategy

OR

- b) Analyze the Modes of Payment
