

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION: MAY/JUNE - 2024**  
**SEMESTER - III**  
**Sub.: International Marketing (MMM307)**

---

**Date : 06/06/2024****Total Marks : 60****Time: 10.00am to 12.30pm**

---

- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.
- 

- Q. 1. Write Short notes on (Any Three) (15)**
1. Trends in International Trade
  2. Market entry strategies
  3. International Promotions
  4. Modes of Payment
  5. Environmental Issues
- Q. 2. Answer in detail (Any One) (10)**
1. Explain the Need/ Motives for International Marketing
  2. Explain International Marketing Environment: Economic, Political and Legal environment, technological environment, Socio cultural environment
- Q. 3. Answer in detail (Any One) (10)**
1. Explain Factors affecting selection of entry.
  2. Describe in detail International Logistics and distribution.
- Q. 4. Answer in detail (Any One) (10)**
1. Explain Export Procedures & documentation.
  2. What is Customer Relationship Marketing ?
- Q. 5. Case study (15)**
- In the realm of international marketing, "GlobalGoods Inc.," a multinational consumer goods corporation, faced a significant ethical dilemma in its expansion strategy into emerging markets. The company's marketing team devised a campaign promoting a new line of beauty products aimed at young women in developing countries. However, during the market research phase, it became evident that the campaign's messaging perpetuated harmful beauty standards and reinforced stereotypes about Western beauty ideals. To address this ethical concern, GlobalGoods Inc. conducted a comprehensive review of its marketing strategy, taking into account cultural sensitivities and local norms. The company revised the campaign to celebrate diversity and promote inclusive beauty standards that resonate with the target audience. Additionally, GlobalGoods Inc. collaborated with local influencers and community leaders to ensure that the campaign's messaging aligned with the values and aspirations of the target market. Despite the initial setback and potential delays in product launch, GlobalGoods Inc. remained committed to ethical marketing practices and cultural sensitivity. By prioritizing

authenticity and respect for local cultures, the company not only avoided potential backlash but also built trust and credibility among consumers in the new markets. This case underscores the importance of ethical considerations in international marketing and the need for companies to align their strategies with cultural values and societal norms to foster positive brand perception and long-term success.

### **Question**

1. How did GlobalGoods Inc. initially encounter an ethical dilemma in its international marketing strategy, and what were the specific concerns regarding the campaign promoting beauty products in developing countries?
  2. Describe the steps taken by GlobalGoods Inc. to address the ethical concerns raised during the market research phase. How did the company revise its marketing strategy to promote inclusive beauty standards and cultural sensitivity?
  3. Discuss the significance of GlobalGoods Inc.'s collaboration with local influencers and community leaders in aligning the campaign's messaging with the values and aspirations of the target market. How did this collaboration contribute to building trust and credibility among consumers in emerging markets?
-