

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

School of Business
Bachelor of Business Administration
Semester End Examination - May 2024

Duration : 180 Minutes
Max Marks : 100

Sem VI - D1UA603T - International Marketing

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Identify potential obstacles or barriers that could hinder the adoption of the new product in the Dubai market. K3 (6)
- 2) Tata Nano of Tata Motor introduced in 2008 was marketed as the world's cheapest car designed to provide affordable transportation to millions of people in India and other emerging markets. The car aimed to address the needs of families looking to upgrade from motorcycles or scooters to a safer and more comfortable four-wheeler. K3 (9)
Question 1: Develop a marketing strategy to promote the Tata Nano to families in rural areas of India who currently rely on motorcycles or scooters for transportation (5 Marks).
Question 2: Choose an innovative marketing tactics to reposition the Tata Nano as a desirable and aspirational car for young urban consumers in India (4 Marks)
- 3) Analyse an integrated marketing plan that considers the influence of physical, economic, socio-cultural, political, and legal environments on international marketing information. K4 (4)

- 4) Amazon - Indian Retail and E-commerce Laws: Amazon has encountered significant legal and regulatory challenges in India due to the country's evolving e-commerce and retail regulations. India has implemented rules aimed at protecting small retailers, limiting the ability of foreign e-commerce platforms to sell goods directly or influence pricing and inventory decisions. These regulations have required Amazon to adjust its business model and strategies in a key growth market. Answer the following question

(Question 1) Classify the causes that affect Amazon performance the national and global market

(Question 2) Formulate a competitive plan for market outreach and increase profit

- 5) Analyze how an organization can address potential obstacles and disruptions in maintaining zero defects across its global production operations, specifically focusing on operations in the United States.

- 6) Tesla Electric Cars introduced its electric cars they were in the introduction stage of the PLC. Initially, electric cars were a new concept for many consumers, and Tesla faced challenges in educating the market about the benefits of electric vehicles. The company focused on early adopters in markets like the United States and Europe to build awareness and establish a customer base.

Question 1: Evaluate Tesla's strategies for navigating each stage of the product life cycle, including introduction, growth, maturity, and potential extension strategies (Marks 5).

Question 2: Assess Tesla Electric car ability to sustain innovation, address market challenges, and maintain competitive advantage in the rapidly evolving electric vehicle market (5 Marks)

- 7) Amul an India's leading dairy cooperative has faced several brand protection challenges as it expanded into international markets.

Question1: Assess the effectiveness of Amul's brand protection strategies in addressing the challenges encountered during its expansion into international markets (5 Marks)

Question 2: Evaluate the strengths and weaknesses of Amul's approach to brand protection in the international context, considering the company's ability to mitigate risks, maintain consumer trust, and sustain competitive advantage (5 Marks)

- 8) Colgate a leading global oral care brand, employs strategic media selection in international markets to effectively reach its target audience and achieve marketing objectives. In emerging markets such as India, Brazil, and China, where television remains a dominant medium, Colgate invests heavily in TV advertising to reach a wide audience. The brand strategically places advertisements during prime time slots, popular soap operas, and family-oriented programs to maximize exposure and engagement among households. These TV campaigns often focus on promoting Colgate's core oral care products, such as toothpaste and toothbrushes, while emphasizing their benefits and features to resonate with local consumers.
Question 1: Evaluate the effectiveness of Colgate's approach to media selection in maximizing brand visibility, consumer engagement, and market penetration in these key growth markets. (8 Marks)
Question 2: Analyze the impact of television campaigns on driving product awareness, brand perception, and market share growth, considering factors such as cultural nuances, competitive landscape, and evolving consumer preferences (7 Marks)
- 9) The rise of e-commerce has significantly increased packaging waste, with companies like Amazon often sending small items in disproportionately large boxes filled with non-biodegradable packing materials for protection. Amazon has been working on reducing packaging waste through its "Frustration-Free Packaging" program, which encourages manufacturers to design packaging that is easier to open, recyclable, and tailored to product size.
Question 1. Design a packaging solution optimized for -10 degree conditions that balances cost, environmental impact, and product protection (Marks 6)
Question 2: Suggested sustainable packaging innovation for a product (Marks 6)
- 10) HealthTech Inc., a leading U.S.-based manufacturer of health and wellness products, aimed to penetrate the Asia-Pacific (APAC) market. Recognizing the diversity and potential of this region, the company decided to develop a comprehensive module for appointing international distributors.
Question 1. Design a plan for International distribution of Health Tech Inc (Marks 9)
Question 2. Prepare guidelines for market expansion and segmentation based on regional specific requirements (Marks 9)