

Australia. However, maintaining quality and consistency across long distances, navigating varying food safety regulations, and managing a decentralized production model involving different Auroville units pose significant challenges. Their unique selling proposition lies in their organic ingredients, community-driven ethos, and the "Auroville" brand association of conscious living.

Questions:

- Analyze the key strengths and weaknesses of Auroville Bakery's current international expansion approach. What are the potential risks and opportunities associated with their decentralized production model for global scaling?
- Evaluate the long-term sustainability of relying on the "Auroville" brand as a primary differentiator in diverse international markets. How can they ensure this resonates with consumers who may not be familiar with the township's philosophy?
- Develop a scalable international market entry strategy for Auroville Bakery, considering options like franchising, licensing production in target markets, or establishing centralized export facilities.

MBIB 3004 R

M.B.A. DEGREE EXAMINATION, MAY 2026

Third Semester

International Business

GLOBAL MARKETING MANAGEMENT

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Briefly explain why international marketing is more complex than domestic marketing.
2. Give a real-world example of a company transitioning from domestic to transnational marketing. What key changes did they likely make?
3. Provide an example of a demographic factor that a company must consider when entering a new international market.
4. Assess the potential challenges a company might face when its core values clash with the socio-cultural norms of a target market.

5. Give an example of a product that is likely to require significant adaptation for different international markets. Why?
6. Suggest a sales-related service that could provide a competitive advantage for a company entering a new international market.
7. Propose a specific international pricing strategy for a luxury goods company entering a price-sensitive market.
8. What type of distribution channel would be most suitable for company manufacturing perishable goods in a foreign market?

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Critically evaluate the EPRG framework and discuss its strengths and limitations in today's rapidly changing global business environment.
10. How can a company leverage its strengths to navigate the challenges and opportunities presented by diverse global markets?
11. Judge the impact of technology and digital platforms on the transformation of international distribution channels and logistics.
12. Interpret the various environmental forces impacting international pricing decisions. Explain how these factors can generate complexities for multinational corporations.

13. Blueprint a detailed product strategy for a successful domestic consumer electronics company venturing internationally.
14. How can effective after-sales support, technical assistance, and customer education bolster customer loyalty and competitive edge in a global arena?
15. Devise a hypothetical contingency plan addressing a scenario where a company's international marketing endeavors are severely affected by a sudden and unfavorable alteration in the political and legal framework of a crucial foreign market.

16. Synthesize a strategy for a traditional leather goods manufacturer in Pondicherry to leverage direct-to-consumer (D2C) models for international market entry.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study: (Compulsory)
Auroville Bakery, nestled in the experimental township near Pondicherry, has gained international recognition for its organic sourdough bread and artisanal pastries. Initially catering to the Auroville community and local tourists, demand from overseas visitors led to small-scale exports to select cafes in Europe and