



# LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

**M.Com. DEGREE EXAMINATION – COMMERCE**

**FOURTH SEMESTER – APRIL 2025**

**PCO4MC02 – GLOBAL MARKETING MANAGEMENT**



Date: 25-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

## SECTION A – K1 (CO1)

**Answer ALL the questions**

**(5 x 1 = 5)**

**1. Write short note on the following**

- Intellectual property rights
- Dumping
- Sales promotion
- Global Strategic Partnership
- Competitive advantage

## SECTION A – K2 (CO1)

**Answer ALL the questions**

**(5 x 1 = 5)**

**2. State True or False**

- A standardized marketing strategy means using the same marketing mix across all markets, whereas adaptation involves customizing marketing strategies to fit local preferences.
- The Four Ps (Product, Price, Place, Promotion) must often be adapted to different global markets due to variations in consumer behavior, economic conditions, and regulations.
- Globalization combines global consistency with local adaptation, allowing brands to maintain a global presence while tailoring products and campaigns to local markets.
- A global brand like Coca-Cola or Apple maintains a consistent identity, logo, and messaging across different markets, though some elements may be adapted locally.
- Digital marketing allows companies to reach international audiences more efficiently, using tools like social media, e-commerce, and online advertising to enter global markets.

## SECTION B – K3 (CO2)

**Answer any THREE of the following in 300 words**

**(3 x 10 = 30)**

- Identify the forces that have resulted in increased global integration and the growing importance of global marketing.
- Differentiate between a product and a brand.
- What is transfer price? Explain the methods for determining transfer price?
- Explain the role of the World Trade Organization (WTO) and General Agreement on Tariffs and Trade (GATT) in global marketing.
- Discuss the decision criteria to be followed for international business.

## SECTION C – K4 (CO3)

**Answer any TWO of the following in 500 words**

**(2 x 12.5 = 25)**

- What are Keiretsu? How does this form of industrial structure affect companies that compete with Japan or that are trying to enter the Japanese market?
- Discuss the three basic factors affecting price in any market. What are the considerations enter into the pricing decisions?
- Analyze the driving and restraining forces that affect global integration and global marketing. How do these forces impact the decision-making process of Multinational corporations?
- Explain the concept of global market segmentation and its significance in International marketing.

**SECTION D – K5 (CO4)**

**Answer any ONE of the following in 750 words**

**(1 x 15 = 15)**

12. In what ways can global brands and global advertising campaign benefit a company? Classify the concept of competitive analysis in global marketing and its importance for businesses.
13. Identify three strategic positions. Choose a successful company of your choice and identify that company's strategic position.

**SECTION E – K6 (CO5)**

**Answer any ONE of the following in 1000 words**

**(1 x 20 = 20)**

14. Critically examine the entry and expansion strategies used by companies in international marketing. What effect will the internet have on global marketing?
15. Read the case study given below and answer the questions.  
Coca-Cola is one of the most recognized brands worldwide, operating in more than 200 countries. The company has successfully implemented a global marketing strategy that combines standardization and adaptation.
- Global Strategy**
- Coca-Cola maintains a consistent brand image worldwide, using the same logo, font, and colours.
  - The brand emphasizes universal themes like happiness, togetherness, and refreshment in its advertising.
  - The company benefits from economies of scale, producing and distributing at a global level.
- Local Adaptation**
- Coca-Cola adjusts its product offerings to meet local tastes. In Japan, it introduced green tea-flavoured Coke, while in India, it reduced sugar content.
  - The company customizes its marketing messages based on cultural preferences. For example, in Muslim-majority countries, ads highlight family gatherings during Ramadan.
  - Packaging and pricing strategies vary depending on local economic conditions and competition.
- Challenges in Global Marketing**
- Cultural Sensitivity: Coca-Cola faced backlash in China for a translation mistake that initially read "Bite the Wax Tadpole" instead of "Delicious Happiness."
  - Local Competition: Competing with regional beverage brands that have a strong presence in their home markets.
  - Regulatory Issues: Countries like France have strict health-related advertising regulations affecting soft drink marketing.
- Results**
- Coca-Cola's ability to balance standardization and localization has contributed to its dominance in the beverage industry.
  - The brand continues to grow by adapting to changing consumer preferences and leveraging digital marketing.
- Answer the following Questions:**
1. What are the key elements of Coca-Cola's global marketing strategy?
  2. How does Coca-Cola balance standardization and adaptation in international markets?
  3. What challenges has Coca-Cola faced in its global marketing efforts?
  4. Why is cultural sensitivity important in global marketing, and how did Coca-Cola learn from its mistakes?
  5. How does Coca-Cola use digital marketing to strengthen its global presence?
  6. What lessons can other companies learn from Coca-Cola's success in global markets?

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