

VPM's
DR VN BRIMS, Thane
Programme: MMS (2024-26)
Fourth Semester Regular Examination April 2026

Course Name:	SWAYAM COURSE- International Marketing	Course Code	M-M-404		
Roll No.		Marks	60		
Total No. of Questions	6	Duration	2 Hour		
Total No. of printed pages	2	Date	17.04.2026		
Course Outcome Statements:					
Instructions: -		Marks	BL	CO	
Q. No 1 (All Questions are Compulsory)					
Q. No.	Questions				
Q. 1	Case/Case-let Study				
	<p>Ola Electric, a fast-growing player in India's electric mobility space, has rapidly scaled its operations with a strong focus on innovation, digital integration, and sustainability. After establishing a dominant presence in the Indian EV two-wheeler market, the company has begun exploring international expansion in regions such as Europe, ASEAN countries, and Latin America.</p> <p>In recent years, Ola Electric has adopted a multi-pronged market entry approach. It has relied on exporting electric scooters to select international markets to test demand with minimal investment. Simultaneously, the company has shown interest in Foreign Direct Investment (FDI) by setting up manufacturing facilities, such as its Futurefactory in India, which is also positioned as a global export hub.</p> <p>To navigate regulatory complexities and local market dynamics, Ola Electric has also considered strategic partnerships and licensing arrangements in certain regions. These approaches allow the company to leverage local expertise while reducing entry risks. However, such strategies may limit control over brand positioning and customer experience—critical factors in a competitive EV market.</p> <p>Despite strong technological capabilities and a digital-first business model, Ola Electric faces challenges such as varying government policies, infrastructure limitations, and differences in consumer adoption patterns across countries. The company must now decide how to structure its entry into a new high-potential but uncertain international market.</p> <p>The decision involves balancing speed of entry, cost efficiency, risk exposure, and control over operations, while ensuring long-term brand sustainability and competitive advantage.</p>				
	a. Analyse the strategic situation and entry approaches reflected in the case.	5	Level 4	CO4	
	b. As an international marketing consultant, evaluate and recommend the most suitable market entry strategy	5	Level 5	CO5	
Q. 2	Answer the following				
	a. In recent years, emerging economies like India have gained	10	Level 5	CO5	

		global attention due to growth in sectors such as manufacturing, services, and technology, supported by government initiatives and improving business environments. However, challenges related to infrastructure, skills, and global competition still persist. Evaluate the applicability of Michael Porter's National Competitive Advantage (Diamond Model) in explaining the global competitiveness of an emerging economy.			
Or					
	b	Assess the effectiveness of international sources of information that can be used by Tata Automobile in supporting global market research and strategic decision-making.	10	Level 5	CO5
Q. 3		Answer the following			
	a.	Examine the stages of the International Product Life Cycle in the global expansion of Apple Inc. smartphones across developed and emerging markets.	10	Level 4	CO4
Or					
	b.	Analyse how differences in consumer behaviour across international markets influence the marketing strategies of McDonald's.	10	Level 4	CO4
Q. 4		Answer the following			
	a.	Develop an approach explaining the role of marketing in facilitating international trade with reference to Nestlé.	10	Level 3	CO3
Or					
	b.	Utilize global advertising principles to design a campaign approach for PepsiCo across culturally diverse markets.	10	Level 3	CO3
Q. 5		Answer the following			
	a.	Describe the benefits and risks involved in global e-marketing with reference to Amazon.	10	Level 2	CO2
Or					
	b.	Illustrate the concepts of sampling and data collection methods in international marketing research with reference to Unilever operating across multiple countries.	10	Level 2	CO2
Q. 6		Answer the following			
	a	i List the key differences between domestic marketing and international marketing.	5	Level 1	CO1
		ii State the basic concepts of international trade and trade theories including David Ricardo's comparative advantage.	5	Level 1	CO1
Or					
	b	i. Define e-marketing and state the components of the 4 P's in an online marketing mix	5	Level 1	CO1
		ii List the types of regional economic integration and major trade blocs.	5	Level 1	CO1