

Daffodil International University
Faculty of Business and Entrepreneurship (FBE)
Department of Business Administration
Program: BBA

Semester: Spring'26
Time: 1 hour and 30 minutes
Course Code: 0414-326
Section: 64 MA

Examination: Mid-term
Full Marks: 25
Course Title: Global Marketing
Course Teacher: FN

**** Read Questions carefully. You are required to attempt all of them.**

Question No 1[CLO-1, Level-II]

Marks: 6

The government of **Bangladesh** plans to expand its textile exports to the European market. However, the country faces several challenges like high import tariffs imposed by some trading partners, a shortage of foreign currency reserves, the need for financial support to improve infrastructure such as ports and transportation, trade disputes with another country over export restrictions.

Compare the primary roles of WTO, IMF, and World Bank based on this example

Question No 2[CLO-2, Level-III]

Marks: 6

Global marketers often fail in international markets because they assume that strategies successful in their home country will also succeed abroad. Apply your judgement for the necessity of environmental adaptation in global marketing by linking three concepts with practical examples.

Question No 3[CLO-3, Level-IV]

Marks: 6

Trend Wear, a fast-fashion clothing brand from Sweden, is expanding its operations into several South Asian and Middle Eastern countries. Traditionally, the brand is known for its modern, western-style clothing and bold advertising campaigns promoting individualism and freedom of expression.

Analyze the challenges in balancing traditional cultural norms with emerging **cultural changes**.

Question No 4 [CLO-4, Level V]

Marks: 7

Fresh Fizz, a soft drink company from United States, plans to expand into three international markets: Thailand, France, and Saudi Arabia. **Critically evaluate** the degree of cultural adaptation in ensuring sustainable competitive advantage for multinational corporations operating in culturally diverse markets.

