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

Semester: Spring 2025 | Examination: Final
Time: 2 hours | Full Marks: 40
Course Code: MKT 404 | Course title: Global Marketing
Section: 61-A | Teacher's Name: FN

Answer the following questions.

Question No 1: (CLO 1, Level II) **[Marks: 10]**

In 2011, the Arab Spring revolutions led to political instability in several countries across the Middle East and North Africa. Explain political vulnerability and interpret the key factors that contribute to it. Outline the measures those can be taken to reduce such vulnerability in a country.

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Question No 2: (CLO 2, Level III) **[Marks: 10]**

Innovation in the global market can take various forms. Each type plays a crucial role in shaping the competitiveness and growth of firms worldwide. How do the marketers apply different types of production of innovation in the global market? Identify different types of innovations those contribute to the success of multinational companies. Illustrate your answer with suitable examples.

Question No 3: (CLO 3, Level IV) **[Marks: 10]**

PRAN-RFL Group, one of the largest conglomerates in Bangladesh, has successfully entered markets in Asia, the Middle East, Africa, and Europe with its food and plastic products. In different countries, the company has used a variety of market entry strategies such as exporting, joint ventures, and setting up overseas offices. Based on the example of PRAN-RFL Group, analyze different market entry strategies companies' use when expanding internationally.

Question No 4: (CLO 4, Level V) **[Marks: 10]**

Apple Inc. is known for its premium pricing strategy, especially when launching new products like the iPhone in global markets. In contrast, companies like Xiaomi often adopt pricing to quickly gain market share.

Evaluate the conditions of Apple's new product pricing strategy in the global market compared to that of a competitor like Xiaomi. Choose the strategy do you think is more sustainable in the long run, and why?

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