



- A Discuss approaches namely: “Think Local – Act local” , “Think Global – Act Global” and “Think Local – Act Global”. **7**
- B Discuss some of the methods of International Market Entry modes as part of International Strategy. **7**
- Q: 5** “ Aditya Ltd. “ is a leading name in the southern region for cutlery items. With their effective strategy, they entered into the Western region successful. After a year their business is not able to achieve the growth rate as per expectation. An annual meeting of BOD would come to know that some challenges as below. **14**

1. After entering in the market, cost-effectiveness is lost.
2. Not able to maintain good repo with the customers.
3. Not able to establish a brand against the local products.
4. Regional language for Advertisement impact on customer mindset is missing.

To sort of this problem, Management held two meetings.

**For the marketing department and Finance department. As marketing head which different strategies suggested by you to maintain brand name- and advertisement is impactful on consumer mindset.**

**OR**

**As finance head which financial the strategy should suggest by you to have cost-effective and give tough competition to the existing competitors. **14****