**DEPATMENT OF COMPUTER SYSTEM ENGINEERING**

**ENGINEERING PROJECT MANAGEMENT**

**CSE 406 ASSIGNMENT NO 4**

**CLO’S 3**

**TOTAL MARKS=50**

**DEADLINE 15TH June 25**

**ANSWER THE FOLLOWING QUESTIONS TO THE BEST OF YOUR ABILITY. BOOK READING IS IMPORTANT FOR ANSWERING THESE. YOU SHOULD CLEARLY SHOW YOUR UNDERSTANDING OF THE TECHNICAL TOPICS COVERED IN THE CHAPTERS COVERED.**

**1. Ethical Branding and Consumer Activism:**

**"In the era of digital activism, how can multinational companies like Starbucks or McDonald's ethically position themselves during geopolitical conflicts without alienating consumers in politically polarized markets like Pakistan?"**

*Guidance:*

* Discuss the rise of consumer awareness in Pakistan.
* Analyze brand perception vs. brand reality.
* Propose ethical branding strategies that can balance neutrality and empathy.
* Include examples from local competitors and global peers.

**2. Crisis Management in Franchised Business Models:**

**"To what extent should franchisees in politically sensitive regions like Pakistan be given independence in crisis communication and CSR decisions during global conflicts? Evaluate with reference to the 2023-2024 Israel-Palestine conflict."**

*Guidance:*

* Explore the limitations of centralized crisis control.
* Discuss how legal and structural separation doesn’t shield brand image.
* Suggest models for more responsive, culturally appropriate strategies.
* Use comparisons with brands like Unilever or Nestlé.

**3. SWOT Strategy for Conflict-Prone Markets:**

**"Using SWOT analysis, design a strategic recovery plan for a Western MNC in Pakistan (e.g., Coca-Cola or McDonald's) facing an active boycott due to political backlash. Your plan should include short-term and long-term measures."**

*Guidance:*

* Define the most critical threats and weaknesses post-conflict.
* Recommend specific actions (e.g., CSR campaigns, local partnerships).
* Address brand reputation, market share, and employee safety.
* Include crisis preparedness for future political events.

**4. The Role of Localization in Brand Survival:**

**"Discuss the importance of local cultural, political, and religious sensitivity in global brand survival. How can companies operating in Pakistan realign their operations and messaging to resonate with local ethical expectations?"**

*Guidance:*

* Define localization and contrast it with global standardization.
* Give examples from successful Pakistani-localized branding campaigns.
* Suggest steps for internal change: employee training, local sourcing, PR strategy.
* Touch on the dangers of ignoring local political sentiments.

**5. Geopolitics vs. Profit:**

**"Is it possible for multinational corporations to operate in global markets without being involved in geopolitical controversies? Critically evaluate this claim with examples from the 2023 Israel-Palestine conflict’s impact on MNCs in Pakistan."**

*Guidance:*

* Discuss inevitability of geopolitics in global supply chains and brand narratives.
* Debate the illusion of neutrality.
* Provide real examples where political neutrality either protected or harmed a brand.
* End with strategic recommendations.