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M.B.A. (Fourth Sem.) (Main/ATKT)

Sem. Examination June- 2020

(Group-A : Marketing)

(Compulsory)

INTERNATIONAL MARKETING

Time : Three Hours]

[Maximum Marks : 70

[Minimum Pass Marks : 28

Note :- Attempt all questions from each section.

Part: A (Objective Type Questions) (1 Marks each)

1. The study of international marketing should focus primarily on:
 - (a) Product
 - (b) Place
 - (c) Pricing
 - (d) All the above

2. 'International marketing is global process of planning and executing conception, pricing, promotion' The definition fails to recognize:
 - (a) Non-Profit marketing
 - (b) Business-To –business marketing
 - (c) Consumer marketing
 - (d) Integration of the 4 Ps

3. Which one is not the technique of Environmental Analysis of international marketing?
 - (a) Verbal and written information
 - (b) Search and Scanning
 - (c) Bargaining Power
 - (d) Forecasting and formal Studies

4. Which one among the following is not true for Special Economic Zones?
 - (a) No routine examination of cargo for export/import by customs authorities
 - (b) No licence is required for import
 - (c) Manufacturing and service activities are allowed
 - (d) No permission for subcontracting

5. What is the first step in the marketing research process?
 - (a) Developing a marketing information system
 - (b) Developing the research plan
 - (c) Implementing the research plan
 - (d) Defining the problem

6. Which of the following is an important cultural factor that should be considered by marketers seeking international development?
 - (a) Resources
 - (b) Competition
 - (c) Language
 - (d) Technology

7. Which of the following does not contribute to price escalation in foreign markets?
- (a) Product image
 - (b) Shipping charges
 - (c) VAT
 - (d) Insurance charges
8. Event sponsorship is an example of:
- (a) Organisational promotion
 - (b) Consumer promotions
 - (c) Inbound promotion
 - (d) All of these
9. Why World Bank was established?
- (a) To promote the International Trade
 - (b) To reconstruct the economies damaged during the Second World War
 - (c) To improve the adverse Balance of Payment situation of the non-member countries.
 - (d) None of the above
10. What is the role of IMF?
- (a) It controls the budgets of national governments
 - (b) It acts as a forum for international economics
 - (c) It observes world exchange rates, balance of payments
 - (d) All of these

Part 2: Very Short Answer Questions (1.5 Marks each)

1. Define International Marketing?
2. Define FDI.
3. Describe the functions of an Export House.
4. What are the functions of Commodity Boards?
5. What do you mean by International Marketing Intelligence?
6. What are the source of Secondary Data?
7. Discuss the functions of ITPO.
8. What is Marine Cargo Insurance?
9. What is ECGC?
10. What is Export Finance?

Part 3: Short Answer Questions (2.5 Marks each)

1. Explain significance of International Marketing.
2. Describe in brief the theory of Country Size.
3. Discuss the functions of IIFT with respect to foreign trade.
4. What are the functions of DGFT?
5. Describe the characteristic features of Descriptive Research Design.
6. Describe *two types* of Organisational structure that suits International Markets.
7. Discuss the benefits of Marine Cargo Insurance.
8. Explain IPLC.
9. What are the functions of UNCTAD?
10. What are the different types of Letter of Credit?

Part 4: Long Answer Questions (5 Marks each)

1. Differentiate between Domestic Marketing and International Marketing.
2. What do you mean by International Marketing Environment? Explain the different factors that influence the International Marketing Environment.
3. Explain the process of conducting International Marketing Research.
4. Write a note on contribution of International Economic Institutions with respect to world trade.
