**Sample Question Paper, 2021**

Course Name : M.B.A.

Semester : III

Session : 2019-2021

Paper No. : 18B

Paper Code : MT-51- International Marketing

**[Full Marks : 70 MCQ (Multiple –Choice Questions) 10x2= 20 Marks; Short Answer Type Questions 4x5=20 Marks; Long Answer Type Questions 2x15=30 Marks ]**

**GROUP-A**

**Multiple-Choice Questions (MCQ)**

1. Which one of the following is NOT a Definition of International Marketing :
2. Marketing Carried on Across National Boundaries.
3. The Performance of Business Activities for Consumers in more than one Nation.
4. Easy flow of Goods and Services to Consumers because of the Sameness of Legal Systems in Different Countries.
5. Buying, Selling, Transportation, Storage, and Warehousing, etc, that are performed in Foreign Markets are called International Marketing.
6. The Scope of International Marketing includes :
7. Establishing a Branch
8. Joint Ventures and Collaborations.
9. Licensing Arrangements and Consultancy Service
10. All of the Above.
11. Which one of the following is NOT Correct :
12. The Exporting Company provides Technical and Managerial know-how to the Importing Company.
13. Personnel of the Exporting Company do Guide and Train their Counter-Parts of the Importing Company.
14. The Importing Company is not liable for bearing the Legal Compulsions of the Exporting Company.
15. Creation of Good-Will is necessary in both International Marketing and Domestic Marketing.
16. Similarities between International Marketing and Domestic Marketing Include :
17. Satisfying the Basic Needs of the Consumers.
18. Creating Good-Will, Research, and Development.
19. The Technique of Marketing.
20. All of the Above.
21. Which one of the following is NOT a Method of Entering Foreign Markets? :
22. Exporting
23. Licensing
24. Joint Ventures
25. Using 'Devalution' as a Tool
26. Export Marketing is helpful :
27. In improving the Living-Standards of the Consumers.
28. In increasing the Opportunities for Employment of the Youth.
29. In the Rapid Industrialization of the Country
30. In all of the Above.
31. Problem of International Marketing Includes :
32. Different Trade Patterns and Various Regulatory Measures.
33. Lop-sided Development of Developing Countries and Highly-Ambitions National Policy of Development.
34. Economic Unions and Differing Procedural Difficulties.
35. None of These.
36. Which one of the following is NOT a Major Issue in International Marketing? :
37. The Popular Notion Prevailing in the Parent Country that Export Marketing is not essential.
38. Dominant Prevalence of Inflation, High Prices, and Black Marketing in the Exporting Country.
39. Poor Management of the National Economy as well as Poor Business Ethics.
40. The Irresponsible Behaviour of the Domestic Producers and Marketers.
41. The World Bank is Known as :
42. I.M.F.
43. I.D.A.
44. I.F.C.
45. I.B.R.D.
46. In International Marketing, the Concept of 'Comparative Cost' was propounded by :
47. David Richards.
48. Haberlar
49. Adam Smith
50. Alfred Marshall.
51. Which Financial Institution is Known as the 'Soft Loan Window' of the World Bank ? :
52. I.M.F.
53. I.F.C.
54. I.D.A.
55. None of These
56. Which one of the following is NOT an International Financial Institution? :
57. I.C.I.C.I.
58. I.M.F.
59. I.D.A.
60. World Bank
61. In Balance of Payment Accounts, all Goods Exported and Imported are recorded in :
62. Capital Account
63. Visible Accounts
64. Invisible Accounts
65. Merchandise Accounts.
66. Foreign Exchange and Foreign Currencies in India are Governed by :
67. R.B.I.
68. Banking Regulation Act.
69. F.E.M.A. Act.
70. S.E.B.I. Act.
71. 'Balance of Payment' can be made favourable if :
72. Exports are Increased.
73. Imports are Increased.
74. Devaluation of Money
75. Both (i) & (ii)
76. A Case of 'International Price Discrimination' in which an Exporting Firm sells at a Lower Price in a Foreign Market than it Charges in other Markets, is known as :
77. Dumping.
78. Non-Dumping
79. Anti-Dumping
80. None of the Above.
81. Export Promotion is a/an :
82. Inward Looking Strategy.
83. Outward Looking Strategy.
84. Fiscal Strategy.
85. Political Strategy.
86. Effective Rate of 'Protection' is defined as :
87. The Extent, in percentages, to which the Domestic Price of Imported Goods exceeds what Price would be in the absence of Protection.
88. Difference between Value added at a Particular Stage of Processing in Domestic Prices and Value added in World Price expressed as percentage of latter.
89. Difference between Value added in World Prices and Value added in Export Market.
90. None of the Above.
91. International Marketing Research is :
92. A Project-Specific Collection of Data in the Search Scanning Mode.
93. The Systematic Gathering of Data in the Search Scanning Mode.
94. To Design and Implement a Study with the assistance of an In-House Staff or an Outside Specialist Firm
95. A Combination of (i), (ii) & (iii)
96. In the context of International Marketing, STP Model denotes :
97. Segments, Which indicates a Group of Customers having identical needs.
98. Targeting, which indicates Understanding the Requirement of Effective Communication.
99. Positioning, which indicates Cementing the Relation between Product and Segment.
100. All of the Above.
101. The Process of shaping International Channels to Fit Overall Company Objectives is Constrained by which of the following Factor or Factors? :
102. Customers .
103. Products.
104. Middlemen, & the Environment
105. All the the Above.

**GROUP-B**

1. Write a brief note on the Importance of the 'New Concept of Marketing and the Four Ps'.
2. What is meant by the 'Strategic Concept of International Marketing'? Explain, in brief.
3. Describe, in brief, the 'Importance of International Marketing' in the Age of Globalization.
4. Why is a favourable 'Environment' so important a Factor in the Growth of 'International Marketing'? Discuss.
5. Write a brief note on **Any One** of the following, in the Context of 'International Marketing' :
6. Economic Environment.
7. Technology Environment
8. Political Environment
9. Competitive Environment
10. Social Environment
11. Cultural Environment.
12. What are Advantages of 'Minimizing' the 'Risk Factors' in International Marketing? Explain, in brief.
13. In the 'Cut-Throat Competition; existing in International Marketing Field, 'Protectionism' is both essential and strategic mechanism to be used to protect Business Interests. It it correct to say that? Give reasons.
14. International Marketing Research requires Useful Information, which can be gained by taking Five Basic steps. Write a Short Note on **Any One** of these Five Basic Steps:
15. Indentifying the Research Problem.
16. Developing a Research Plan
17. Collecting Data.
18. Analyzing Data
19. Presenting the Research Findings.
20. In Research Process, **Which is the most important mode** for gathering Strategic Information? Explain.
21. Define 'Market Segmentation'. Explain, in brief, how 'Market Segmentation' is **Useful** in **Selection** of International Markets.
22. Outline the **Basic Concept** of 'Global Advertising'.
23. Write Short Note on **Any One** of the following **Types** of Product Adaptation :
24. Convenience Adaptation.
25. Economic Adaptation.
26. Social Significance Adaptation.
27. Aesthetic Adaptation.
28. Mandatory Adaptation.

**GROUP-C**

1. While giving his Concept of Marketing in the International Context, M.H. McLuhan said, **“The New Electronic Interdependence re-creates the World in the Image of a Global Village”.** Do you agree ? Give a reasoned answer.
2. Summarize the Socio-Cultural, Political and Legal Environment.
3. Discuss ‘the Balance of Payments’ and the International Marketing Patterns.
4. Write Short Notes on **Any Three** of the following :
5. Exchange Rates
6. Managing ‘Protectionist Threats’.
7. Major ‘Challenges’ in International Marketing Research.
8. The Relevance of ‘Segmenting International Markets’.
9. Various ‘Methods of Payment’ in International Markets’.
10. ‘Market Entry Strategies’ : an Overview.
11. What is the difference between **a Product** and **a Brand** ? Explain it with the help of some suitable examples.
12. Why the International Marketers must consider factors such as (i) the Product itself, (ii) the Market, and (iii) the Costs of Adaptation and Manufacture when designing Products for International Markets ? Give a reasoned answer.
13. What, in your view, should be **the Criteria** for **Product Standardization** in different nations, for the sake of Better International Marketing ? State, and Illustrate your answer.
14. What is the **Usefulness of Motivating Channel Members** in International Marketing ? Discuss.

