

TIME – 2.5 HRS

MARKS – 75

NOTE – a. ALL QUESTIONS ARE COMPULSORY

b. FIGURES TO THE RIGHT INDICATE FULL MARKS

1. A) Choose the correct alternatives (any 8) 8 marks
1.orientation refers to exporter viewing international marketing as secondary to domestic operations
 a. Ethnocentric b. Polycentric c. Regiocentric d. Geocentric
 2.licensing is a type of international licensing
 a. Strategic alliance b. takeovers c. cross d. partnerships
 3.is not a positive impact of trade barriers
 a. Accelerates growth b. additional revenue
 c. protection to domestic industries d. free movement of goods and services
 4. is a sister institution of IMF
 a. World bank b. IFO c. UNICEF d. RBI
 5. Custom regulations are _____ barriers of trade.
 a. tariff b. non tariff c. political d. social
 6. Health and safety warnings are included in _____.
 a. packaging b. branding c. labelling d. pricing
 7. International marketing is dominated by _____ countries.
 a. poor b. developing c. developed d. rich
 8. Trading blocs give benefits to _____ countries.
 a. member b. non-member c. rich d. poor
 9. Macro environment represents _____ environment.
 a. external b. internal c. international d. domestic
 10. Break Even Pricing means _____
 a. Only Profit b. Marginal Profit c. Only loss d. No Profit no Loss

1. B) Match the following (any 7) marks

7

1	Concentrated marketing	A	Free movement of labour and capital
2	Modern technique of control	B	Uniform fiscal and monetary policies
3	Distribution channel	C	Regional economic grouping
4	Low prices in introduction stage	D	Identifying potential market
5	International marketing research	E	Export consortia
6	Common market	F	Penetration pricing
7	Economic union	G	One single target market
8	Trading bloc	H	Management by objectives
9	Standardisation	I	Buyback
10	Counter trade	J	Uniformity in products offered

2. A) Differentiate between Domestic marketing and international marketing 8
B) Enumerate on different types of tariff barriers 7
OR
2. C) Explain briefly about SAARC and its objectives 8
D) As an international marketing student suggest any three international market entry methods. 7
3. A) Explain briefly the steps in international marketing research 8
B) Discuss Hofstede's six dimension of culture. 7
OR
3. C) What is international marketing environment? Explain economic environment. 8
D) Explain economic integration and its types 7
4. A) Discuss bases for market segmentation in international marketing 8
B) Mention different types of international distribution channels. 7
OR
4. C) Highlight various international pricing methods. 8
D) Explain various international promotional tools. 7
5. A) Mention the steps in selection of overseas market 8
B) Distinguish between Multi domestic strategy and global strategy 7
OR
5. Write short notes on – (any 3) 15
a. Transnational strategy
b. Service culture
c. Transfer pricing
d. Mass marketing strategy
e. World bank
