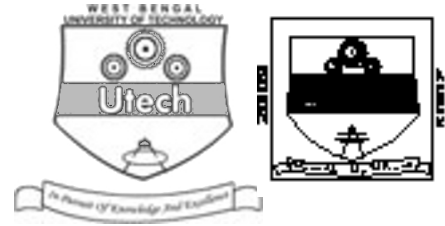


**CS/MBA (SUPPLE)/SEM-4/MM-404/09
INTERNATIONAL MARKETING (SEMESTER - 4)**



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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**CS/MBA (SUPPLE)/SEM-4/MM-404/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JULY – 2009
INTERNATIONAL MARKETING (SEMESTER - 4)**

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

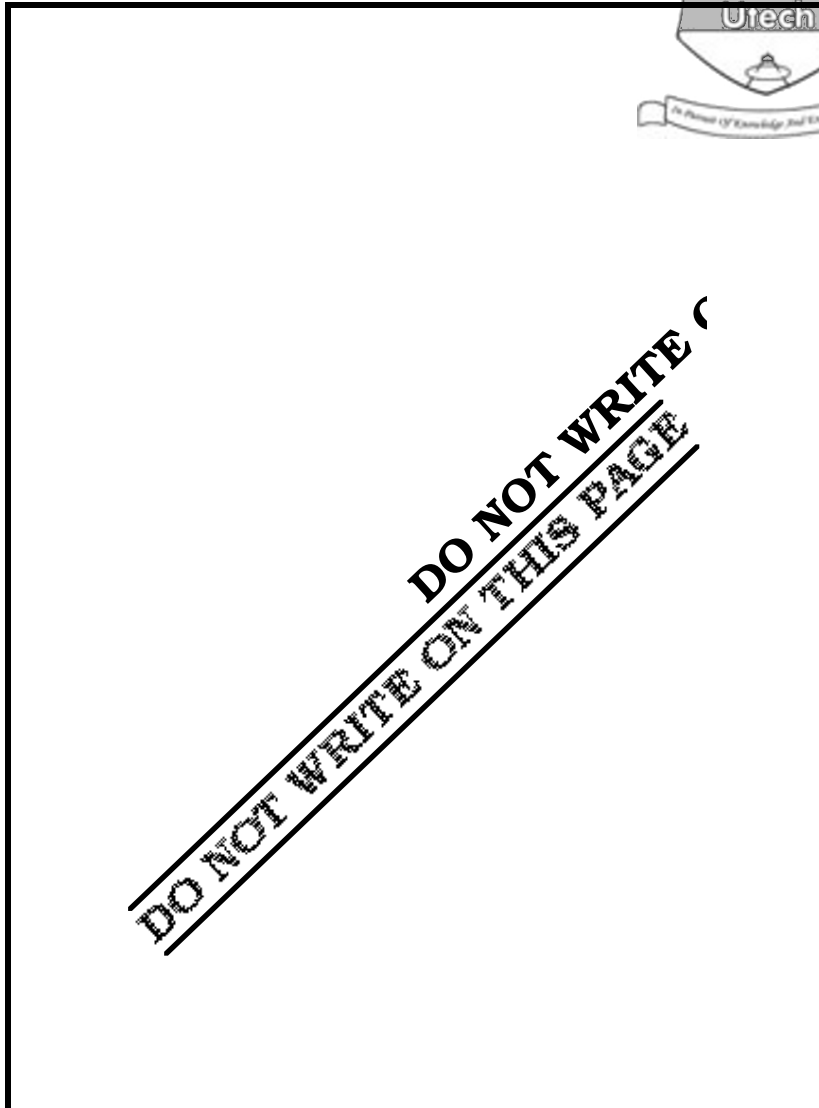
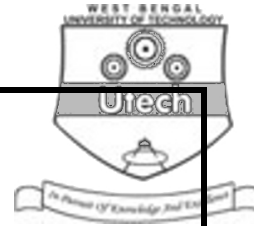
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group – A					Group – B					Group – C					Total Marks	Examiner's Signature
Marks Obtained																	

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Head-Examiner/Co-Ordinator/Scrutineer

S-52018 (21/07)





CS/MBA (SUPPLE)/SEM-4/MM-404/09
INTERNATIONAL MARKETING
SEMESTER - 4



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10

i) The is the difference in value between a nation's exports and its imports.

- | | |
|---------------------------|------------------------|
| a) Balance of payments | b) Export/import ratio |
| c) Gross domestic product | d) Balance of trade. |

ii) Which of the following would be considered to be an uncontrollable element in the foreign environment ?

- | | |
|-----------------------------|--------------------|
| a) Channels of distribution | b) Economic forces |
| c) Product elements | d) Promotion. |

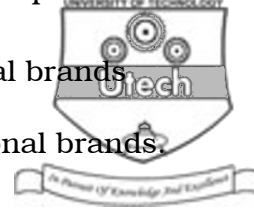
iii) are prepared by the shipper on printed forms supplied by the shipping company concerned.

- a) Combined transport document
- b) Bill of lading
- c) Letter of credit
- d) Bill of exchange.



iv) Brands that are guided by the same strategic principles internationally are called

- a) International brands b) Global brands
c) National brands d) Regional brands.



v) The trade theory that states that a nation gains by trading with other nations in those goods in which it has an advantage over other nations in terms on production cost is called

- a) theory of absolute advantage
b) theory of relative advantage
c) factor endowment theory
d) theory of comparative advantage.

vi) Nestlé takes a global approach to marketing its chocolate products, it probably finds that which of the following is MOST easily standardised ?

- a) Product b) Promotion
c) Distribution d) Price.

vii) When a firm's products are marketed outside its home market and home production is used to supply these markets, the firm is engaging in

- a) International marketing b) Global marketing
c) Exporting d) Domestic marketing.

viii) Skimming pricing means

- a) low pricing
b) different pricing for different markets
c) high profile pricing
d) none of these.



ix) NAFTA was launched in the year

a) 1995

b) 1989

c) 1994

d) 2000.



x) Which one is not a tariff barrier ?

a) Export duty

b) Import duty

c) Quota system

d) None of these.

xi) United Nations Conference on Trade & Development (UNCTAD) was established in the year

a) 1986

b) 1964

c) 1956

d) 1991.

xii) General Agreement on Tariff and Trade (GATT) now is better known as

a) UNCTAD

b) WHO

c) IMF

d) WTO.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. Define international marketing. What are the basic modes of entry in an international market ?
3. Define “Theory of Absolute Advantage”. What is the importance of this theory in international marketing ?
4. Write short notes on Letter of Credit and Line of Credit.
5. Name the various documents that are necessary for carrying out international trade.
6. Explain the importance of branding and packaging in international business.

**GROUP – C****(Long Answer Type Questions)**Answer any *three* of the following.

3 × 15 = 45

7. Explain the criteria for selection of distributors in international markets. Distinguish between indirect and direct marketing channels.
8. Write short notes on any *three* of the following : 3 × 5
- i) Factor endowment theory
 - ii) Balance of payments
 - iii) SAPTA
 - iv) ASEAN
 - v) Management of political risk.
9. Discuss in detail the International Product Life Cycle.
10. a) One of the major objectives of the WTO has been to 'establish freer global trade' and 'make marketing trade fairer by establishing rules'. Discuss how effective WTO has been in achieving these objectives. 8
- b) What do you think are the primary reasons for dumping ? Why is dumping looked down upon as an unfair trade practice globally ? 7
11. What are different types of pricing strategies for international marketing ? Discuss their relative advantages and disadvantages. Japanese firms are typically, which type of pricing strategy to gain market share leadership internationally for cars, electronic goods ? Explain with examples.

END