



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MBA (OLD)/SEM-4(FT)&6(PT)/MM-404/2010**

**2010**

**INTERNATIONAL MARKETING**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

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

- i) WTO is better known as
  - a) World Tariff Organization
  - b) World Trade Organization
  - c) Wide Trade Organization
  - d) none of these.
  
- ii) The bank which is looking after the development of Asia is known as
  - a) Asian Development Bank
  - b) IMF
  - c) World Bank
  - d) Central Bank.



- iii) FERA is replaced by FEMA in the year of
  - a) 1999
  - b) 2000
  - c) 1998
  - d) 1978.
- iv) The operation of private insurance companies in India is an example of
  - a) Green field operation
  - b) Merger
  - c) Joint venture
  - d) Acquisition.
- v) The fastest mode of entering into a host country is
  - a) licensing
  - b) exporting
  - c) acquisition
  - d) merger.
- vi) NAFTA stands for
  - a) North American Free Trade Area
  - b) North American Free Trade Association
  - c) North Asia Free Trade Area
  - d) none of these.
- vii) Quota system is not a ..... barrier.
  - a) Tariff
  - b) Quota
  - c) Non-tariff
  - d) Non-quota.
- viii) The global orientation of the management of MNC is known as
  - a) Geocentric
  - b) Re-geocentric
  - c) Polycentric
  - d) Ethnocentric.
- ix) GATT is better known as
  - a) General Agreement on Tariff and Trade
  - b) General Agreement on Trade and Tariff
  - c) General Association of Tariff and Trade
  - d) none of these.



- x) Which of the following was not a part of WTO proposals ?
- a) Exchange of education services
  - b) Removal of MFA
  - c) Investment in a foreign country
  - d) Global warming.
- xi) Consumer attributes is a constituent of which environment ?
- a) Economic
  - b) Political
  - c) Legal
  - d) Cultural.
- xii) Which of the following is not a part of the economic environment ?
- a) Nature of the economy
  - b) Infrastructure of nation
  - c) Macro-economic factors
  - d) Extent of imports.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. Distinguish between domestic marketing and international marketing.
3. Explain factor intensity and factor abundance.
4. Discuss the stages involved in the process of exporting.
5. Differentiate tariff and non-tariff barriers.
6. What is letter of credit ? Explain the different kinds of letter of credit.



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. Explain the process of internationalization of a firm as enumerated by Anderson.
8. An Indian tractor manufacturer has decided to enter the tractor market in South America. What strategies could be in use to reduce the possible effects of political risk ?
9. An Indian company manufacturing cotton fabric is presently operating in the domestic market only. The company now wants to enter foreign markets. What could be the possible benefits for the company ? What are the different modes of entry available to the company without any investments in the foreign markets ? How can the company go about segmenting the international market ?  $5 + 5 + 5$
10. a) What are the principal documents used for documentation purposes in International trade ?  
b) How do exchange controls impede foreign business ? Discuss.  $9 + 6$
11. Write notes on any *three* of the following :  $3 \times 5$ 
  - a) Balance of payments
  - b) Factor endowment theory
  - c) TRIPS
  - d) Dumping
  - e) FEMA.