



Name :

Roll No. :

Invigilator's Signature :

CS/MBA(New)/SEM-4 (FT) & 6 (PT)/MM-404/2011

2011

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.

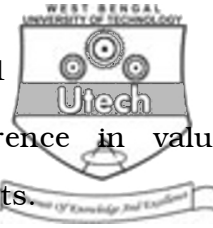
GROUP – A

(Multiple Choice Type Questions)

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

10 × 1 = 10

- i) Which of these statements BEST describes international marketing ?
 - a) Developing and performing marketing activities across national boundaries
 - b) The exporting of goods and services
 - c) The creation of value and the exchange of value between countries
 - d) Having firms with operations or subsidiaries located in many countries.



- ii) 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.
- iii) The lowest level of commitment to international marketing and also the most flexible approach, is
- a) a joint venture
 - b) exporting
 - c) licensing
 - d) direct ownership.
- iv) 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.



v) are prepared by the shippers 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.

vi) Contract manufacturing is a form of

- a) Acquisition
- b) Joint Venture
- c) Licensing
- d) Franchising.

vii) An ethnocentric orientation is one which

- a) orientation towards a foreign country
- b) is measured by one's own SRC
- c) is centered around whatever is good in the foreign country
- d) ethical orientation of decision-making.



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

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

ix) Which one is not a tariff barrier ?

- a) Export duty
- b) Import duty
- c) Quota system
- d) None of these.

x) The process of the manufacturer manufactures and supplies the goods to the retailer who sells it under his brand name is known as

- a) private branding
- b) wholesaler branding
- c) multiple branding
- d) none of these.



xi) The policy of selling through any retailer who wishes to handle the product is known as

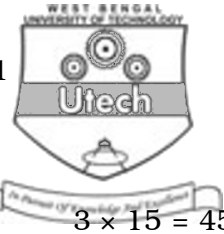
- a) intensive distribution
- b) selective distribution
- c) discounting
- d) none of these.

GROUP – B

(Short Answer Type Questions)

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

2. What are the factors that prompt international business concerns to invest in foreign countries ? Discuss giving suitable examples.
3. "Operating in international markets is much more complex than marketing domestically." Critically evaluate the statement with suitable example.
4. Explain the concept of International Product Life Cycle (IPLC) with appropriate examples.
5. Why do you think a company should or should not market the same product in the same way around the world ? Discuss with the help of suitable examples.
6. Why is it more difficult to do marketing research in multi-country settings ?



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. a) "International Marketing has become indispensable in the economic development of a developing country." Comment with respect to the Indian situation.
- b) Explain the criteria for selection of distributors in international markets. 6 + 9
8. What are trade barriers ? Explain these in detail with examples from the Indian scenario.
9. a) Do you think it is advantageous to have agents in foreign market ? Do the advantages outweigh the disadvantages ? Justify your response.
- b) Give a brief description of the factors affecting channel decision in international markets. 6 + 9
10. Discuss the alternative approaches to channel strategy. What are the various points that you would keep in mind while selecting international marketing channels for your product ? 5 + 10



11. Write short notes on any *three* of the following : 3 ∞ 5

- a) IMF
 - b) NAFTA
 - c) Line of credit
 - d) Counter trade.
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