



Name :

Roll No. :

Invigilator's Signature :

CS /MBA(N)/ SEM-4 (FT) & 6 (PT)/MM-404 /2012

2012

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 correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Ethnocentric orientation means orientation towards
 - a) Home country
 - b) Host country
 - c) Developed country
 - d) Poor country.
- ii) MFN in international trade stands for
 - a) Many forward nations
 - b) Most forward nation
 - c) Most favoured nations
 - d) Many favoured nations.
- iii) Global marketing with a local focus is termed as
 - a) Multinational marketing
 - b) Transnational marketing
 - c) International marketing
 - d) Global marketing.



- iv) Which market entry strategy would appeal most to a company just considering exporting ?
- a) Direct exporting b) Indirect exporting
c) Franchising d) Licencing.
- v) International marketing is
- a) flow of goods across national borders that affects the balance of payments and transfer of resources
b) dealing with the hows and whys of the company's products succeeding abroad and what could be the company's effort for achieving that
c) neither (A) nor (B)
d) both (A) and (B).
- vi) In case of multinational marketing, the orientation is
- a) ethnocentric b) geocentric
c) regiocentric d) none of these.
- vii) "Principle of absolute advantage" was used in the book 'Wealth of Nations' by
- a) Adam Smith b) David Ricardo
c) Peter Drucker d) Jack Welch.
- viii) An ethnocentric orientation is
- a) orientation towards a foreign country
b) orientation towards domestic country
c) ethical orientation of decision making
d) none of these.
- ix) Factor endowment theory proposes that a country with abundance of cheap labour will export
- a) stitched garments b) induction furnace
c) television sets d) automobile.
- x) North Korea can be classified as what type of economy ?
- a) Capitalist b) Socialist
c) Mixed d) none of these.



- xi) In a command / central allocation system
- State has broad powers to serve public interest
 - Consumers allocate resources
 - Degree of government control is less
 - Product prices are determined by demand supply.
- xii) "Big-Mac Index" is a way to determine
- Which of the world currency is weak or strong
 - Extent of trade in food commodities between countries
 - Development of food processing industries in different countries
 - Market share of McDonalds in US fast food market.

GROUP – B

(Short Answer Type Questions)

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

- What is Letter of Credit ? When can a bank open letter of credit in favour of an applicant ? What are the different types of Letter of Credit ?
- Examine the different pricing methods which can be adopted for International Marketing.
- Explain the concept of dumping and its relevance in International Marketing.
- "Operating in International Markets is much more complex than marketing domestically." Critically evaluate the statement with an example.
- Discuss the components of Global Logistics.



GROUP – C

(Long Answer Type Questions)

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

7. a) Dabur fruit-juices are popular in India. How can the company ascertain whether the product will be equally successful in South Africa ?
- b) "Sense of values is different for people of various countries." Should companies be concerned about this when considering exports ? $8 + 7$
8. a) What are meant by direct and indirect channels in international marketing intermediaries ?
- b) Give an account of the different criteria to be considered in selecting a distributor in the international markets ?
9. a) Outline the various pro-active reasons why companies decide to go international.
- b) Analyse the concept of EPRG Model, and comment on how this model can be used to formulate international pricing strategies.
10. a) Why do you think a company should not market the same product in the same way around the world ? Discuss with an example.
- b) What are the principal documents used for documentation purposes in International Trade ?
- c) Classify the documents according to their uses. $4 + 7 + 4$
11. Write short notes on any *three* : 3×5
- a) NAFTA
- b) Concept of Spot Rate, Forward Rate and Arbitrage
- c) Principle of Absolute Advantage
- d) Advantages and Disadvantages of Joint Ventures
- e) The European Union.
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