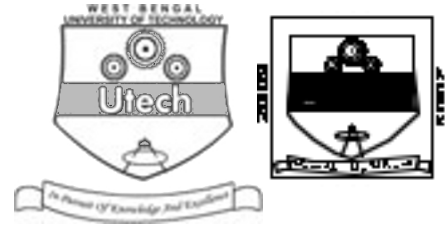


INTERNATIONAL MARKETING (SEMESTERS - 4 & 6)

CS/MBA/SEM-4 FT & 6 PT/MM-404/09



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/SEM-4 FT & 6 PT/MM-404/09

ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL – 2009

INTERNATIONAL MARKETING (SEMESTERS - 4 & 6)

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

Group – A

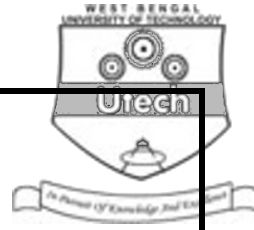
Group – B

Group – C

Question Number																							Total Marks	Examiner's Signature		
Marks Obtained																										

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Head-Examiner/Co-Ordinator/Scrutineer

4445 (28/04)



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ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL - 2009
INTERNATIONAL MARKETING
(SEMESTERS - 4 & 6)



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) In case of Multinational marketing, the orientation is
- a) ethnocentric b) geocentric
- c) regiocentric d) none of these.
- ii) The unauthorized import and sales of products intended for one market in another high priced market is known as
- a) Gray market b) Niche market
- c) Wholesaler's market d) Retailer's market.
- iii) A "Letter of Credit" can only be opened in favour of
- a) an importer of abroad
- b) an exporter of abroad
- c) an importer of own country
- d) an importer having a valid import license.
- iv) CTD stands for
- a) Combined Transport Document
- b) Combined Transfer Document
- c) Cumulative Trade Document
- d) None of these.



v) Contract Manufacturing is a form of

- a) Acquisition
- c) Licensing

- b) Joint Venture
- d) Franchising.



vi) Absolute advantage theory is introduced by

- a) Ricardo
- c) Keynes

- b) Samuelson
- d) None of these.

vii) LC means

- a) Late Credit
- c) Listed Countries

- b) Letter of Credit
- d) None of these.

viii) 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.

ix) The world Trade Organisation

- a) was previously known as GATT
- b) is a part of the OECD
- c) can impose sanctions independently on any country
- d) is a member of the UNCTAD.

x) NTB refers to

- a) Non-Tariff Barriers
- c) National Trade Barriers
- b) Non-Trade Barriers
- d) National Tariff Barriers.

xi) The WTO was formed in the year

- a) 1993
- c) 1991
- b) 1995
- d) 1997.

xii) The MFN principle refers to

- a) Most Fundamental Nation
- b) Most Forward Nation



c) Most Favoured Nation

d) Many Favoured Nations.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.



3 × 5 = 15

2. Explain dumping with reference to international marketing. 5
3. Discuss the different pricing strategies. 5
4. Explain the EPRG framework. 5
5. Briefly explain the components of Global Logistics. 5
6. Define and explain the following terms : 2 × 2 $\frac{1}{2}$
 - a) Expropriation
 - b) Domestication.
7. Write short notes on any *one* of the following : 5
 - a) Irrevocable letter of credit.
 - b) INCOTERMS
 - c) TRIPS.

GROUP – C

(Long Answer Type Questions)

Answer any *three* questions.

3 × 15 = 45

8. Discuss the role of NAFTA and SAPTA. 15
9. What are the different reasons for which companies need to internationalise ? What do you understand by High and Low context culture ? 12 + 3
10. What is International Product Life-Cycle ? Discuss the different stages of International Product Life-Cycle with the appropriate diagrams. 3 + 12
11. Describe different entry methods. What are the advantages of different contractual methods ? 15
12.
 - a) Explain with examples the difference between Tariff and Non-Tariff barriers.
 - b) Justify the need for protection of domestic industry of a country. 15
13. a) Explain the various functions of the WTO.



6

- b) Why is it necessary for an international marketing manager to understand the various legislations under WTO ?

15

END

