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Invigilator's Signature :	

CS/MBA(OLD)/SEM-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: $10 \times 1 = 10$
 - i) The marketing focus of a domestic firm would be
 - a) polycentric
- b) regiocentric
- c) geocentric
- d) ethnocentric.
- ii) The NAFTA as established in
 - a) 1991

b) 2000

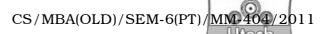
c) 1994

- d) 1945.
- iii) For any food product whose consumption depends on taste and culture, the launch in international market should follow
 - a) waterfall approach
 - b) sprinkler approach
 - c) wait-and-watch approach
 - d) none of these.

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- iv) Which of the following was not a proposals?
 - a) exchange of education services
 - b) removal of MFA
 - c) investment in a foreign country
 - d) global warming.
- v) Which of the following documents would be required for enjoying Most Favoured Nation (MFN) treatment?
 - a) Bill of Lading
- b) Mate's Receipt
- c) Letter of Credit
- d) Certificate of Origin.
- vi) Which of the following is not a part of the economic environment?
 - a) nature of the economy
 - b) infrastructure of nation
 - c) macro-economics factors
 - d) extent of imports.
- vii) In the process of new product development for international markets, the stage of idea screening is proceeded by
 - a) product development b) business analysis
 - c) test marketing
- d) commercialization.
- viii) Brands that are guided by the same strategic principles internationally are called
 - a) international brands b)
- b) global brands
 - c) national brands
- d) regional brands.
- ix) 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.



- x) 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.
- xi) 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.
- xii) IMF was established in the year
 - a) 1963

b) 1947

c) 1944

d) 1945.

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

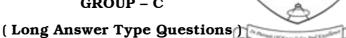
- 2. Define international marketing. What are the basic modes of entry in an international market.
- 3. What is product standardization? Discuss the benefits associated with standardized products in international markets.
- 4. What is a political risk? Define the terms confiscation, expropriation and domestication.
- 5. Define common market. What are the basic differences between a common market and an economic union?
- 6. Define "Theory of Absolute Advantage". What is the importance of this theory in international marketing.

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GROUP - C



Answer any three of the following.

 $3 \times 15 = 45$

- 7. What do you mean by comparative advantage? A country will enjoy a comparative advantage in the production of that commodity which requires relatively large about of its abundant factor production. Validate this statement.
- 8. What are the different reasons for which companies need to internationalise? What do you understand by High and Low context culture? 12 + 3
- What is International Product Life Cycle? Discuss the 9. different stages of International Product Life Cycle with the appropriate diagrams. 3 + 12
- 10. What are the different entry modes in International market? Discuss the influence of some factors on pricing decision in International market? 4 + 11
- 11. What are the different commercial and regulatory documents needed for export documentation? What are the different 8 + 7types of certificate of origin?