



Name :

Roll No. :

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 × 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.



- iv) 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.
- 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 preceded 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) 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.

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GROUP – C

(Long Answer Type Questions)

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 amount of its abundant factor production. Validate this statement. $3 + 12$
8. What are the different reasons for which companies need to internationalise ? What do you understand by High and Low context culture ? $12 + 3$
9. What is International Product Life Cycle ? Discuss the 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 types of certificate of origin ? $8 + 7$

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