

BACHELOR OF BUSINESS ADMINISTRATION
Fourth Semester
International Marketing
(BBA- 17)

(The figures in the margin indicate full marks for the questions)

Duration: 3Hrs.

Full Marks: 70

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

I. Attempt any five questions

2X5=10

1. What are the factors that affect international marketing?
2. What do you mean by licensing? Give examples.
3. Mention the elements of communication mix in international marketing.
4. What are the factors which are responsible for political instability in the sphere of political environment?
5. What are the methods of payment under terms of payment in export business?
6. What do you mean by export documentation? Name two documents.
7. Explain the role of electronic commerce.

II. Attempt any five questions

3X5=15

1. Define international marketing. What are the characteristics of international marketing?
2. What are the types of foreign investment? Explain them.
3. How a firm enters into international market through contract manufacturing?
4. How will you define political environment? What are different measures that can be used to minimize political risks?
5. Discuss the role and functions of world trade organization.
6. What do you mean by pre-shipment and post shipment finance? Discuss.
7. What do you mean by trade disputes? How trade disputes are settled in international market?

III. Attempt any five questions

5X5=25

1. Why should international marketing be considered as a separate field of study, even though marketing decisions in both domestic and international marketing are basically the same?
2. What are the different pricing methods in international marketing? Explain.
3. Explain the various methods of entry in to the global market.
4. How will you define legal environment? Discuss host countries laws that controls foreign business in its boundaries.
5. Write notes on:
 - i. World trade organization
 - ii. International monetary Fund
6. Define the term documentation in international marketing. Explain in brief the export procedure.
7. What is trade dispute? How disputes are settled in international marketing?

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Duration: 20 minutes

Marks – 20

(PART A- Objective)

Time: 20 mins

Total Marks: 20

I. Choose the correct answer.

1X20=20

1. Which of the following is not an element of international marketing?
 - a) Licensing
 - b) Penetration
 - c) Exchange risk
 - d) Legal status

2. Which of the following is not a major trade organization?
 - a) IMF
 - b) APEC
 - c) ASEAN
 - d) NAFTA

3. Which of the following is not included in the major aspects of international marketing environment?
 - a) Economic Environment
 - b) Socio- cultural environment
 - c) Multinational agreements
 - d) Political and legal environment

4. The price for which at a given level of output there is neither any loss nor profit is known as
 - a) Market oriented pricing
 - b) Breakeven price
 - c) Cost based pricing
 - d) Negotiated pricing

5. In international market agents/ brokers are of two types
 - a) Marketing middlemen
 - b) Cooperative organizations
 - c) Export merchants
 - d) None of these.

6. Mail order selling is a form of
- a) Zero level channel
 - b) Two level channel
 - c) One level channel
 - d) Three level channel
7. When the promotion budget is set at what the company thinks it can afford, it is known as
- a) Percentage of sales method
 - b) Affordable method
 - c) Objective and task method
 - d) Competitive parity method
8. Which of the following is a trend of political- legal environment?
- a) Supreme court
 - b) Impact of public interest group
 - c) Business regulations
 - d) All of the above
9. All of the following are an important component of the political environment except
- a) Government agency
 - b) Pressure group
 - c) Laws
 - d) Supreme Court
10. International marketing environment can be best defined as
- a) Set of controllable forces
 - b) Set of uncontrollable forces
 - c) Both of the above
 - d) None of the above
11. In which of the following the world trade organization came into existence?
- a) 1st January, 1995
 - b) 1st January 1994
 - c) 1st January 1993
 - d) 1st January 1992
12. Which of the following is best considered as a watch dog of international trade?
- a) GATT
 - b) WTO
 - c) UNCTAD
 - d) None of the above
13. Which of the following body is meant to overseas the whole process of Globalization integration in the world market?
- a) GATT
 - b) UNCTAD
 - c) WTO
 - d) None of the above
14. Which of the following is the mode of payment in international market?
- a) Letter of credit
 - b) Open account
 - c) Bill of exchange
 - d) All of the above

15. Which of the following is a classification of letter of credit?
- a) Revocable letter of credit
 - b) Irrevocable letter of credit
 - c) Confirmed letter of credit
 - d) All of the above
16. Sight draft term is associated with which of the following
- a) Bill of exchange
 - b) Letter of credit
 - c) Consignment
 - d) None of the above
17. Which of the following is very important to move merchandise as well as cargo to the international market?
- a) Documentation
 - b) Shipping
 - c) Custom
 - d) None of the above
18. Which of the following included in the shipping documents?
- a) Export license
 - b) Packing list
 - c) Dock receipt
 - d) All of the above
19. Which of the following purpose is served by the bill of lading?
- a) A document of title
 - b) A receipt of goods
 - c) A contract of carriage
 - d) All of the above
20. Which one among the following is a government formulated obstruction in the way of international marketing?
- a) Public relation
 - b) Culture
 - c) Ethnic conflict
 - d) Anti dumping laws
