

BBA
4TH SEMESTER
INTERNATIONAL MARKETING
BBA-17

Duration: 3 Hrs.

Marks: 70

{ Part : A (Objective) = 20 }
{ Part : B (Descriptive) = 50 }

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

[Answer question no. One (1) & any four (4) from the rest]

1. a) Distinguish between indirect export and direct export. 3+7= 10
b) Mention the factors affecting international pricing.
2. What is export sales contract? What are the different steps of export procedure. 3+7=10
3. What are the objectives of GATT and WTO? Mention three purposes of IMF. State the three purposes of World Bank. 4+3+3=10
4. What are the functions of foreign exchange market? What are the methods affecting International Payments? What is hedging? 4+4+2=10
5. a) What are the different types of intermediaries? 4+6=10
b) What are the different types of cost in export marketing?
6. Write short notes on: 2.5 x 4=10
a) Break Even Price
b) Marketing Middleman
c) Letter of credit
d) Joint venture
7. Discuss the environment of International Business. Describe any three environment in details. 4+6=10
8. Define product. What are its components and levels? Describe the product extension, product adaptation and product development strategy. 2+3+5=10

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[PART-A : Objective]

Choose the correct answer from the following:

1X20=20

1. Which of the following advantages are gained by International Companies?
 - a. Experience Transfers
 - b. Scale Economies
 - c. Resource Utilisation
 - d. All the above
2. Which of the following are economic policies?
 - a. Trade Policy
 - b. Fiscal Policy
 - c. Monetary Policy
 - d. All the above
3. European Union is
 - a. Common Market
 - b. Economic Union
 - c. Free Trade Area
 - d. Customs Union
4. Identify the false statement.
 - a. EXIM Bank stands for Export Import Bank
 - b. EXIM bank is not fully owned by the Government of India.
 - c. It coordinates the working of different institutions engaged in Export and Import
 - d. It's responsive towards Indian exporters
5. Which of the following is the lending programs of World Bank
 - a. Structural adjustment lending
 - b. Special action programme
 - c. B-loan and export credit
 - d. All the above
6. IMF is the result of
 - a. SAARC Conference
 - b. Global Summit
 - c. Bretton Woods Conference
 - d. None of the above
7. BOP stand for
 - a. Business of Procurement
 - b. Book of Programs
 - c. Book of Procedures
 - d. Balance of payment
8. World Bank does not provide
 - a. Assistance for poverty eradication
 - b. Assistance for health and education
 - c. Assistance to business leaders
 - d. Assistance to protect environment.
9. Forward exchange rate is obtained at
 - a. At par
 - b. At premium
 - c. At Discount
 - d. All of the above
10. Identify the false statement.
 - a. Cash in advance is the most advantageous payment term from seller's point of view.
 - b. Under the consignment sale, the exporter consigns the goods to his agents representative in the foreign market.
 - c. D/P means Direct payment
 - d. Under document against payment exporter relies on honesty of importer.
11. Which of the following is not correct?
 - a. WTO and its agreements are permanent.
 - b. GATT is not an agreement.
 - c. GATT was transformed into WTO
 - d. Indian is a member of WTO.
12. Which of the following is not cultural factor?
 - a. Ideals
 - b. Knowledge and beliefs
 - c. Income level
 - d. Preferences
13. Identify the wrong statement.
 - a. Domestic demand constraint encourages companies to go international.
 - b. Government policies have important implications on international trade.
 - c. Cultural difference is one of the most difficult problems in international business.
 - d. Language plays no role in international markets.
14. Which of the following is not a market entry strategy?
 - a. Strategic Alliance
 - b. Joint Venture
 - c. Multinational Corporations
 - d. Mergers and Acquisitions
15. Which of the following is not the driving force of globalization?
 - a. MNCs
 - b. Celebrities
 - c. Technology
 - d. Competition



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- 16. Which of the following is not the reason for going international for the companies?
 - a. Profit advantage
 - b. Growth opportunities.
 - c. Location
 - d. Competition

- 17. SAPTA stands for
 - a. SAARC Product Trading Agreement
 - b. SAARC Preferential Termination Agreement
 - c. SAARC Preferential Tertiary Agreement
 - d. SAARC Preferential Trading Agreement

- 18. TRIMs stand for
 - a. Trade Related Investment Matters
 - b. Terms Related Investment Measures
 - c. Trade Related Investment Measures
 - d. Terms Related Internal Measures

- 19. IMF stands for
 - a. Internal Money Forum
 - b. International Mind Forum
 - c. International Mini Fund
 - d. International Monetary Fund

- 20. FPI stands for
 - a. Foreign Program Investment
 - b. Foreign Portfolio Investment
 - c. Foreign Poverty Investment
 - d. Foreign Portfolio Insurance

SESSION 2016-17		COURSE _____ PAPER Code: _____		
NAME OF THE PAPER: _____		SEMESTER _____		
Instructions to Candidates		Session: 2016-17		
<ol style="list-style-type: none"> 1. This answer booklet has 4 pages. Please check before writing whether it is complete or in good condition. 2. Do not write your name anywhere in the answer booklet. 3. Write legibly on both sides of the paper 4. You may use some space for any rough notes or calculation on the answer booklet if you need. These rough notes, calculations must be scored out before submitting the answer booklet. 5. Do not bring any book or loose paper in the examination hall. 6. Do not tear any page from the answer booklet. 7. Do not write anything on the question paper or blotting paper or any pieces of paper while you are in the examination hall. 8. Any act of indiscipline or misbehavior in the examination hall will result in your expulsion. 9. No examinee is allowed to leave the examination hall until 30 minutes lapse after the commencement of the examination. 10. Additional answer sheet will be supplied after the main answer booklet is completed. 	For Objective Type Questions		Course _____	
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