

MASTER OF BUSINESS ADMINISTRATION
Third Semester
INTERNATIONAL MARKETING
(MBA – 20A)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20

Part-B (Descriptive)=50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer the following questions in brief: (any five)

2×5 =10

- a) What are the different types of turnkey projects?
- b) What do you mean by Direct Marketing?
- c) When does a firm go for Strategic Alliance?
- d) Give examples of -
 - i. International Contract manufacturing
 - ii. Turnkey projects
- e) What is Bill of Lading?
- f) What do you mean by International Marketing? What are the forces that have influence on global integration and global marketing? **1+1=2**
- g) Write down any three importance of International Marketing from customer's point of view.

2. Answer the following questions: (any five)

3×5 =15

- a) Which are the major constituents of culture that influence human behaviour?
- b) What is the difference between Socialism and Capitalism system of Government?
- c) How advertising standardization is achieving wider acceptance than advertising adaptation in international marketing?
- d) What is the difference between International Licensing and International Franchising? Give examples.

- e) Which letter gives an assurance that there is no risk of non-payment in export trade? Write a short note about this letter. 1+2=3
- f) Who prepares or issues the following documents-----
- i. Certificate of Inspection
 - ii. Cart Ticket
 - iii. Bill of Lading
 - iv. Mate's receipt
- g) In International Marketing, what are the competitions that have to face as a supplier?

3. Answer the following questions elaborately: (any five)

5×5 =25

- a) Write about the development of super markets and hyper markets in the international retail market.
- b) Why pricing is the most important component of marketing mix decisions in international markets? What are the different approaches of pricing?
- c) When does a firm go for investment mode of international business expansion? Also write about the different investment modes.
- d) The Government of India has introduced a compulsory pre-shipment inspection of selected goods in Export procedure. But to get this facility, the exporter has to make an application to an agency with some documents. Now mention the name of the agency and documents. 1+4=5
- e) Mention all the name of the documents that are used in Import Trade.
- f) Write down some importance of International Marketing from producers and economic point of view.
- g) Explain any seven characteristics of International Marketing.

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

Duration: 20 minutes

Marks – 20

PART A- Objective Type

I. Select the correct alternatives from the following questions:

1×20=20

1. Which organization came as a successor to GATT (General Agreement on Trade and Tariffs)?
a) WTO b) IMF c) World Bank d) EU
2. The headquarters of World Bank is situated in which city?
a) The Haque b) Paris c) London d) Washington D.C
3. In the different levels of human mental programming, culture belongs to which level?
a) Biological b) Learned c) Inherited d) None
4. Capitalism falls under which system of Government?
a) Economic b) Political c) Structural d) None
5. In Socialism system of Government the small business are owned by whom?
a) Government b) Public c) Bureaucrats d) Monarchs
6. The expansion mode of a firm depends upon what?
a) Ability and willingness to commit resources
b) Types of return anticipated
c) Extent of control to be exerted
d) All of these
7. Greenfield Operations falls under which mode of international business operation?
a) Joint Venture b) Wholly owned subsidiaries
c) Countertrade d) Turnkey projects
8. Maruti Suzuki is an example of
a) Franchising b) Joint Venture
c) Merger d) Turnkey Project

9. When a firm enters a new market initially with a low risk entry mode it is known as
 a) Naive rule b) Pragmatic rule c) Strategy rule d) None of these
10. Under which approach products enter the international markets in sequential manner?
 a) Sprinkler approach b) Waterfall approach c) Cost based approach d) None of these
11. International Marketing is regulated by-----.
 a) UNCTAD b) Both a & b c) WTO d) None of the above.
12. ----- is one type of global integration force.
 a) Driving force b) Physical force c) Scientific force d) None of the above.
13. Every exporter is required to get a importer-exporter code no, which is given by-----
 a) RBI b) Local Licencing Authority
 c) Regional Licencing Authority d) None of the above.
14. In Import procedure, Trade enquiry is a/an-----.
 a) Written request b) Visual request
 c) Oral request d) None of the above
15. The name of the book in which the Government of India declares the import policy, is-----
 a) Blue Book b) Red Book
 c) Black Book d) White Book
16. In Export procedure, the process of submitting documents in bank and obtaining payments from bank is known as -----.
 a) Negotiating the documents b) Settlement of documents
 c) Bargaining the documents d) None of the above
17. In India, the import trade is controlled by-----.
 a) The Imports & Exports (control) Act, 1946
 b) The Imports & Exports (control) Act, 1948
 c) The Imports & Exports (control) Act, 1947
 d) The Imports & Exports (control) Act, 1949
18. In Import procedure, the Importer has to make payment in the currency of the exporting country, so this foreign exchanges are controlled by Government and are released through-----.
 a) SBI b) Central Bank c) NABARD d) PNB
19. In Import Procedure, the exporter arranges for the shipment of goods and sends a note which is known as-----.
 a) Advice note b) Direction note c) Command note d) None of the above.
20. Export Invoice is a -----.
 a) Seller's bill for merchandise b) Both a & c
 c. Buyer's bill for merchandise d) None of the above.