

**Write the following information in the first page of Answer Script before starting answer**

ODD SEMESTER EXAMINATION: 2020-21

Exam ID Number \_\_\_\_\_

Course \_\_\_\_\_ Semester \_\_\_\_\_

Paper Code \_\_\_\_\_ Paper Title \_\_\_\_\_

Type of Exam: \_\_\_\_\_ (Regular/Back/Improvement)

**Important Instruction for students:**

1. Student should write objective and descriptive answer on plain white paper.
2. Give page number in each page starting from 1<sup>st</sup> page.
3. After completion of examination, Scan all pages, convert into a single PDF, rename the file with Class Roll No. **(2019MBA15)** and upload to the Google classroom as attachment.
4. Exam timing from 10am – 1pm (for morning shift).
5. Question Paper will be uploaded before 10 mins from the schedule time.
6. Additional 20 mins time will be given for scanning and uploading the single PDF file.
7. Student will be marked as ABSENT if failed to upload the PDF answer script due to any reason.

**MASTER OF BUSINESS ADMINISTRATION  
THIRD SEMESTER  
INTERNATIONAL MARKETING  
MBA-304A**

(Use separate answer scripts for Objective & Descriptive)

**Duration : 3 hrs.**

**Full Marks: 70**

**( PART-A : Objective )**

**Time : 20 min.**

**Marks : 20**

**Choose the correct answer from the following:**

**1X20=20**

1. Full form of GATT is
  - a. General Accounts of Trade and Tariff
  - b. General Agreement on Tariffs and Trade
  - c. General Announcement on tariff and Tarde
  - d. None of the above
2. International Marketing refers to
  - a. Marketing carried out in other countries
  - b. Shipping of goods within regional region
  - c. Domestic marketing
  - d. All of the above
3. International Business Environment consists of
  - a. Internal environment
  - b. External environment
  - c. Both a & b
  - d. None of the above
4. The World Trade Organization is a global organization made up
  - a. 164
  - b. 177
  - c. 189
  - d. 174
5. Objective of world trade organization
  - a. to set and enforce rules for international trade
  - b. to resolve trade disputes
  - c. to help developing countries benefit fully from the global trading system
  - d. All of the above

6. Which of the following step is not involved in pricing of international marketing?
- a. Defining pricing objectives
  - b. Analyzing market characteristics
  - c. Determining import price
  - d. Calculating cost
7. Segmentation is a
- a. Placing a product in the market
  - b. Division of market
  - c. Understanding of a market
  - d. None of the above
8. Segmentation can be done on the bases of
- a. Geographic
  - b. many federal and state regulations
  - c. Psychographic
  - d. None of the above
9. Criteria for positioning of a product in market should be
- a. clear
  - b. Consistent
  - c. Both a & b
  - d. None of the above
10. Social class, lifestyle and personality are bases of
- a. Demographic
  - b. Behavioural
  - c. Geographic
  - d. Psychographic
11. International Distribution Strategies are
- a. International marketing logistics
  - b. channel configuration
  - c. Push & pull strategy
  - d. Both a & b
12. Pricing objectives are
- a. Market penetration
  - b. Market skimming
  - c. Market share
  - d. All of the above
13. Important product decisions in international marketing management is
- a. Market segment decision
  - b. Product mix decisions
  - c. Product specifications
  - d. All of the above
14. In deciding on channel design factors that needs to be considered are
- a. Market needs and preferences
  - b. Marketers convenience
  - c. Product preference
  - d. None of the above

15. Product Life Cycle is important for
- a. Product innovation
  - b. Strategy formulation
  - c. Segmentation
  - d. Criteria making
16. \_\_\_\_\_ usually means that the company sells to a customer in another country, be it an intermediary or an end-customer.
- a. Indirect Exporting
  - b. Direct exporting
  - c. Franchising
  - d. None of the above
17. International Marketing communication consists of
- a. Promotional tools
  - b. Push and Pull strategy
  - c. Both a & b
  - d. None of the above
18. Indirect Exporting includes
- a. Trading houses
  - b. Export drop shippers
  - c. Merchants
  - d. All of the above
19. When two or more companies come together to form a market strategy, where-in they represent one-another's products in their respective target markets is
- a. Drop Shippers
  - b. Piggy back Marketing
  - c. Franchising
  - d. None of the above
20. EPC stands for
- a. Export Promotions Councils
  - b. Export Precautions council
  - c. Entrepot Promotion council
  - d. None of the above

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**[ PART-B : Descriptive ]**

**Duration: 2 Hrs. 40 Mins.**

**Marks: 50**

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

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|--|--------|
| 1. Describe the objectives of International Marketing. Describe the functions of GATT.   | 5+5=10 |
| 2. What is a Trade Agreement? Explain the types of trade agreements.   | 3+7=10 |
| 3. a. What are the various strategies used for entering into the global market. Explain in detail with suitable example<br>b. Define Segmentation and Positioning. | 6+4=10 |
| 4. Describe the various criteria for market segmentation with example.   | 10     |
| 5. Elucidate the various objectives of Pricing in International Market   | 10     |
| 6. Explain how product life cycle helps in international marketing.  | 10     |
| 7. a. Explain the major decisions that need to be taken for international marketing communication.<br>b. Define international marketing communication mix.         | 7+3=10 |
| 8. Describe the importance of trade and exhibition in global market.   | 10     |

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