TIME – 2.5 HRS MARKS – 75

NOTE - a. ALL QUESTIONS ARE COMPULSORY

b. FIGURES TO THE RIGHT INDICATE FULL MARKS

	A) Choose the correct alternatives (an			narks			
1.	orientation refers to exporter vie	wing	international marketing as secon	ndary to			
	domestic operations	-					
	a. Ethnocentric b. Polycer	tric	c. Regiocentric d.				
	Geocentric S	7					
2.	2licensing is a type of international licensing						
a. Strategic alliance b. takeovers Sc. cross Sc. dd. partnerships							
3.	is not a positive impac						
	a. Accelerates growth b.						
	c. protection to domestic industries d. free movement of goods and services						
4is a sister institution of IMF							
••	a. World bank b. IFO c. UNICEF ad. RBI						
a. World bank b. IFO c. UNICEF d. RBI 5. Custom regulations are barriers of trade.							
a. tariff b. non tariff c. political d. social							
G.	6. Health and safety warnings are included in						
,	a. packaging b. branding c. labelling	d. p	ricing				
	70		7, 6,				
7.	International marketing is dominated by		countries.				
4.5		who.					
2	a. poor b. developing c. developed d.	rich					
8.	Trading blocs give benefits to	")	_countries.				
6. Trading blocs give benefits to							
a. member b. non-member c. rich d. poor							
2	C C C C C C C C C C C C C C C C C C C	anvir	nment				
ું 9.	Macro environment represents						
a. external b. internal c. international d. domestic							
10	. Break Even Pricing means		- B				
a. Only Profit b. Marginal Profit c. Only loss d. No Profit no Loss							
- 30	D) Match the following (any 7)	4.7		7			
10	B) Match the following (any 7)						
· ·	arks	٨	Free movement of labour and o	ranital			
	Concentrated marketing	B	Uniform fiscal and monetary p				
2	Modern technique of control	C	Regional economic grouping	oneres			
3	Distribution channel	D	Identifying potential market				
4 0	Low prices in introduction stage	E	Export consortia				
5 ,	International marketing research	F	Penetration pricing				
6	Common market	G	One single target market				
7	Economic union	Н	Management by objectives				
8	Trading bloc	<u> </u>	Buyback				
9 🖺	Standardisation	I .	Duyback				

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Counter trade

Uniformity in products offered

Paper / Subject Code: 86009 / Marketing: International Marketing

2.	A) Differentiate between Domestic marketing and international marketing	8
	B) Enumerate on different types of tariff barriers	7
	OR A	
2.	C)Explain briefly about SAARC and its objectives	8
۷.	D) As an international marketing student suggest any three international market en	itry
	methods.	Ť.
3.		8
٥.	B) Discuss Hofstede's six dimension of culture.	7
	OR	
3.	C) What is international marketing environment? Explain economic environment.	8
٥.	D) Explain economic integration and its types	7
	D) Explain economic integration and its types	2
4.	A) Discuss bases for market segmentation in international marketing	8
٦.	B) Mention different types of international distribution channels.	7
	OP	٠,
1	C) Highlight various international pricing methods.	8-
4.		Ĵ
	D) Explain various international promotional tools.	
ر د	A) No. 412 the state in colorion of oversees market	8
5.	A) Mention the steps in selection of overseas market	7
	B) Distinguish between Multi domestic strategy and global strategy	<u>_</u>
_		35
5.	Write short notes on – (any 3)	13
	a. Transnational strategy	
-	b. Service culture	
	c. Transfer pricing	
	d. Mass marketing strategy	
	e. World bank	

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