

TIME – 2.5 HRS

MARKS – 75

NOTE – a. ALL QUESTIONS ARE COMPULSORY

b. FIGURES TO THE RIGHT INDICATE FULL MARKETS

1. A) Choose the correct alternatives (any 8)

8 marks

1.orientation refers to exporter viewing international marketing as secondary to domestic operations
 - a. Ethnocentric
 - b. Polycentric
 - c. Regiocentric
 - d. Geocentric
2.licensing is a type of international licensing
 - a. Strategic alliance
 - b. takeovers
 - c. cross
 - d. partnerships
3.is not a positive impact of trade barriers
 - a. Accelerates growth
 - b. additional revenue
 - c. protection to domestic industries
 - d. free movement of goods and services
4. is a sister institution of IMF
 - a. World bank
 - b. IFO
 - c. UNICEF
 - d. RBI
5.is the simplest form of economic integration
 - a. Common market
 - b. customs union
 - c. economic union
 - d. free trade area
6. Anti-dumping duty is atariff
 - a. revenue
 - b. protectionist
 - c. transit
 - d. none of the above
7.is not an element of culture
 - a. knowledge
 - b. ideals
 - c. preferences
 - d. political activities
8.refers to product line contraction
 - a. line pruning
 - b. line stretching
 - c. line addition
 - d. none of the above
9. Segmentation according to social class, lifestyles etc is known as
 - a. demographic
 - b. behaviouristic
 - c. geographic
 - d. psychographic
10. Pricing of a product based on the benefits it provides to consumers is known as
 - a. value pricing
 - b. demand based pricing
 - c. mark up pricing
 - d. marginal pricing

1. B) Match the following (any 7)

7 marks

1	Concentrated marketing	A	Free movement of labour and capital
2	Modern technique of control	B	Uniform fiscal and monetary policies
3	Distribution channel	C	Regional economic grouping
4	Low prices in introduction stage	D	Identifying potential market
5	International marketing research	E	Export consortia
6	Common market	F	Penetration pricing
7	Economic union	G	One single target market
8	Trading bloc	H	Management by objectives
9	Standardization	I	Buyback
10	Counter trade	J	Uniformity in products offered

2. A) Differentiate between Domestic marketing and international marketing 8
B) Enumerate on different types of tariff barriers 7
OR
2. C) Explain briefly about SAARC and its objectives 8
D) As an international marketing student suggest any three international market entry methods. 7
3. A) Explain briefly the steps in international marketing research 8
B) Discuss Hofstede's six dimension of culture. 7
OR
3. C) What is international marketing environment? Explain economic environment. 8
D) Explain economic integration and its types 7
4. A) Discuss bases for market segmentation in international marketing 8
B) Mention different types of international distribution channels. 7
OR
4. C) Highlight various international pricing methods. 8
D) Explain various international promotional tools. 7
5. A) Mention the steps in selection of overseas market 8
B) Distinguish between Multi domestic strategy and global strategy 7
OR
5. Write short notes on – (any 3) 15
a. Transnational strategy
b. Service culture
c. Transfer pricing
d. Product adaptation
e. World bank
