

Program: T.Y.B.M.S. Semester: VI Program Code: 2M00156

Course: International Marketing Course Code: 86009

Duration: 2 ½ Hours Examination Pattern: Autonomous- Rev16- External Max. Marks: 75

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Examination:  
REGULAR**

**Q.1 A) Fill in the blanks with an appropriate answer from the alternatives given.(Any 08) [08]**

- i) International marketing ensures \_\_\_\_\_ utilization of resources.
  - a) minimum
  - b) maximum
  - c) normal
  - d) equal
- ii) Trade barriers are \_\_\_\_\_ obstacles imposed on imports from other countries.
  - a) natural
  - b) artificial
  - c) political
  - d) revenue
- iii) Trading blocs give benefits to \_\_\_\_\_ countries.
  - a) member
  - b) non-member
  - c) rich
  - d) poor
- iv) \_\_\_\_\_ marketing is highly competitive.
  - a) Local
  - b) National
  - c) State
  - d) International
- v) Indian economy had experienced major policy changes in early \_\_\_\_\_.
  - a) 1950s
  - b) 1960s
  - c) 1971s
  - d) 1990s
- vi) \_\_\_\_\_ means international integration.
  - a) Globalization
  - b) Liberalization
  - c) Privatization
  - d) Nationalization
- vii) EU stands for \_\_\_\_\_.
  - a) Economic Union
  - b) European Union
  - c) Eastern Unity
  - d) Exchange Utility

- viii) \_\_\_\_\_ is the other name of Family Brand Name
- |                   |                |
|-------------------|----------------|
| a) Umbrella Brand | b) Local Brand |
| c) Quality Brand  | d) MNC Brand   |
- ix) Penetration Pricing means \_\_\_\_\_.
- |                                        |                                             |
|----------------------------------------|---------------------------------------------|
| a) Strategy of charging low pricing    | b) Strategy of charging high pricing        |
| c) Strategy of charging medium pricing | d) Strategy of charging high to low pricing |
- x) \_\_\_\_\_ is meant by Direct Exporting.
- |                                            |                                          |
|--------------------------------------------|------------------------------------------|
| a) Selling directly to foreign buyers      | b) Selling directly to Distributors      |
| c) Selling directly to foreign wholesalers | d) Selling directly to foreign retailers |

**B) State whether the following statements are true or false. (Any 07)**

[07]

- i) International marketing is limited only to developed countries.
- ii) A quota restricts the quality of imported goods.
- iii) Licensing gives full ownership of the company to a foreign partner.
- iv) Dumping means selling goods at a higher price in foreign markets.
- v) A trade surplus occurs when imports exceed exports.
- vi) Franchising is commonly used in service industries like fast food chains.
- vii) Joint ventures involve cooperation between two or more firms sharing ownership.
- viii) The WTO works to promote free and fair trade among nations.
- ix) Product adaptation involves changing the product to suit local preferences.
- x) Cultural differences influence consumer buying behavior in global markets.

**Q. 2 Answer the following.**

- |                                                             |      |
|-------------------------------------------------------------|------|
| a) Difference between National and International Marketing. | [08] |
| b) What are the features of International Marketing ?       | [07] |

**OR**

- |                                                                          |      |
|--------------------------------------------------------------------------|------|
| c) What is meant by trade barriers? Discuss the types of trade barriers. | [15] |
|--------------------------------------------------------------------------|------|

**Q. 3 Answer the following.**

- a) Discuss the objectives of market research. [08]  
b) What are the advantages & limitations of International Marketing? [07]

**OR**

- c) Write a note on IMF [08]  
d) Discuss the purpose for market research. [07]

**Q. 4 Answer the following.**

- a) Discuss the importance of the function of packaging in International Marketing. [08]  
b) What is the role of labelling in International Marketing? [07]

**OR**

- c) Discuss various promotion strategies in International marketing [08]  
d) Discuss various pricing strategies in International Marketing. [07]

**Q. 5 A) Answer the following.**

- i) Explain the need and importance of Global Marketing of Service. [08]  
ii) Explain techniques to control International Marketing. [07]

**OR**

**B) Short Note: (Any 3) (5 marks each) [15]**

- i) Trading blocs  
ii) World Bank  
iii) Global Service Marketing  
iv) Product Standardization  
v) Factors affecting physical distribution at International Marketing

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