

**MASTER OF COMMERCE  
FOURTH SEMESTER  
INTERNATIONAL MARKETING  
MCM-404B**

Duration : 3 hrs.

Full Marks: 70

Time : 20 min.

( PART-A: Objective )

Marks : 20

*Choose the correct answer from the following:*

1X20=20

- Which of the following is not a driving force for international marketing?
  - Technological growth
  - Market demand
  - Globalization
  - Protection of indigenous businesses
- Geocentric orientation is associated with which stage of evolution of international marketing?
  - Domestic
  - International
  - Multinational
  - Global
- \_\_\_\_\_ is the process of subdividing a market into distinct subsets of customers that behave in the same way or have similar needs.
  - Market Segmentation
  - Market Targeting
  - Market Positioning
  - Market Mapping
- \_\_\_\_\_ entails targeting two or more distinct market segments with different marketing mixes.
  - Concentrated Global Marketing
  - Differentiated Global Marketing
  - Standardized Global Marketing
  - Masked Global Marketing
- Personal computers, video and stereo equipment, and automobiles are examples of product categories in which \_\_\_\_\_ has proven effective.
  - Low-tech positioning
  - High touch positioning
  - high-tech positioning
  - Low touch positioning
- Which is a better choice of distribution channel for international marketing when the manufacturer's product is new and the demand is uncertain?
  - Direct selling
  - Indirect selling
  - Over the counter selling
  - Personal selling
- Which tool of international marketing communication, out of the following, has most credibility because consumers tend to accept it as news information rather than as advertising?
  - Publicity
  - Personal Selling
  - Advertising
  - Sale Promotion
- Standardized international advertising is not suitable under which of the following circumstance?

- a. Markets are economically alike  
b. The product has cultural compatibility across countries  
c. Countries have similar customer behavior and lifestyle  
d. Countries have very diverse physical, political, and legal environments.
9. A \_\_\_\_\_ government owns and operates the basic, major industries but leaves small businesses to private ownership.  
a. socialist  
b. idealist  
c. capitalist  
d. communist
10. \_\_\_\_\_ was established in 1988 to help its more than 100 member states create an attractive investment climate.  
a. MIGA (Multilateral Investment Guarantee Agency)  
b. United Nations (UN)  
c. Federation of Indian Chambers of Commerce & Industry (FICCI)  
d. UNICEF
11. \_\_\_\_\_ is a diplomatic immunity which is basically enjoyed by the states which are out of its territory and organizations or bodies which are established internationally.  
a. Jurisdiction  
b. Extraterritoriality  
c. Statute law  
d. Espionage
12. A \_\_\_\_\_ relates to any work, name, or symbol which is used in trade to distinguish a product from other similar goods.  
a. Copyright  
b. Geographic indication  
c. Trademark  
d. Patent
13. In a \_\_\_\_\_ economy, the products manufactured are divided among people, not according to what they want but on the basis of purchasing power, which is the ability to buy products and services.  
a. Capitalist  
b. Socialist  
c. Leftist  
d. Communist
14. Under which level of economic integration, services and capital are free to move within member countries, expanding scale economies and comparative advantages.  
a. Customs union  
b. Common market  
c. Economic union  
d. Political union
15. \_\_\_\_\_ is a statement which records all the monetary transactions made between residents of a country and the rest of the world during any given period.  
a. Balance sheet  
b. Current account  
c. Balance Of Payment (BOP)  
d. Cash flow statement

16. Culture is \_\_\_\_\_. People in different cultures often have different ideas about, the same object.
- a. objective
  - b. static
  - c. definite
  - d. subjective
17. Which is the next step most likely after product development in case of a new product development?
- a. test marketing
  - b. screening of ideas
  - c. generation of new product ideas
  - d. business analysis
18. \_\_\_\_\_ means that the firm adapts the product to the local markets.
- a. Product adaptation
  - b. Product development
  - c. Product testing
  - d. Product standardization
19. Which of the following is an argument for product standardization?
- a. local specifications and expectations
  - b. differences in relevant government legislations
  - c. differences in electrical current standards
  - d. simplicity and cost
20. Under which pricing strategy, first the prices are set high to attract the least price sensitive market segments?
- a. Price skimming
  - b. Penetration pricing
  - c. Leader Pricing Strategy
  - d. Probe pricing

-- --- -

**( PART-B : Descriptive )**

Time: 2 HRS 40 MINS

Marks : 50

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

- |  |        |
|--|--------|
| 1. What are the driving forces of international marketing? Mention restraints towards international marketing, if any.                               | 10     |
| 2. Explain:<br>(i) Basis for global market segmentation<br>(ii) Global market targeting strategies   | 5+5=10 |
| 3. Mention different political risks that may be encountered in case of international marketing. What are some measures to minimize political risks? | 4+6=10 |
| 4. Define intellectual property rights. Highlight the differences between patent, trademark and copyright.   | 2+8=10 |
| 5. Describe and state the characteristics of an effective standardized advertising strategy.   | 10     |
| 6. What do you mean by cultural universals? Define characteristics of culture as an element of international business environment.                   | 3+7=10 |
| 7. What are the differences between product standardisation and product adaptation? Mention situations under which product adaptation is mandatory.  | 5+5=10 |
| 8. Discuss the levels of economic integration in the global landscape.   | 10     |

= = \*\*\* = =