

MASTER OF BUSINESS ADMINISTRATION
Third Semester
INTERNATIONAL MARKETING
(MBA – 20 A)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective)=20

Part-B (Descriptive)=50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any *five* of the following questions:

1. What is the importance of International Marketing? What are the levels of International marketing? (5+5=10)
2. What do you understand by Ethnocentric Orientation? What are the drivers of International expansion? (2+8=10)
3. Definition of International Marketing? Benefits of International Marketing? (2+8=10)
4. What are the different types of Pricing? Also state the different types of Discount. (5+5=10)
5. What are the ways of measuring Sales Performance? (10)
6. What is the function of retailing? What do you understand by Department Store? (5+5=10)
7. What are the different stages of Product Development? (10)
8. What is Strategic Alliance? What do you understand by product adoption process? (5+5=10)

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Duration: 20 minutes

Marks – 20

(PART A- Objective Type)

I. Answer the following:

1×20=20

1. One of the ways of measuring sales performance is:

a) Contacts	b) Advertising
c) Travelling	d) Budgeting

2. When a new product is approved, it has to pass through the technical and marketing development stage. **True/False**

3. The stage where a prototype product is made is called:

a) Test Marketing	b) Commercialization
c) Product Development	d) Concept development

4. When one company gives permission to manufacture another company's product is called:

a) Licensing	b) Merger
c) Acquisition	d) Joint venture

5. Tendering request document is also referred to as:

a) RTF	b) RFP	c) TTAT	d) GATT
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6. Open tender is a procedure by which question are invited from manufacture. **True/False**

7. What is the full form of BTL?

8. In idea generation the development of a product will starts from?

a) Concept	b) Reward
c) Feedback	d) Need

9. What is the full form of GATT?

10. What is the full form of EPZ?

11. The following information is available in an export contract:

a) Currency of sales	b) Sales unit
c) Total profit	d) Exchange rate value

12. Commercial invoice is prepared by :
- a) Importer
 - b) Retailer
 - c) Whole seller
 - d) Exporter
13. Document received when cargo is moved from one carrier to another :
- a) Dirty bill of lading
 - b) Charter bill of lading
 - c) Trans-shipment bill of lading
 - d) Through bill of lading
14. Certificate given to those countries with strained political relations or are at war with another country require this certificate:
- a) No trade certificate
 - b) Not fit certificate
 - c) Blacklist certificate
 - d) None of the mentioned
15. IEC number stands for:
- a) Import – Export Code
 - b) Import – Exercised Code
 - c) Import – Excise Custom
 - d) None of the mentioned
16. FCA stands for:
- a) Freight Cost Aboard
 - b) Free Cost Alongside
 - c) Free Carrier
 - d) Free Carrier Aboard
17. CIF stands for:
- a) Carrier and Insurance Forum
 - b) Carrier and Freight Forum
 - c) Cost, Insurance and Freight
 - d) Cost and Insurance Charge
18. DDP stands for:
- a) Delivery Duty Ship
 - b) Delivered Duty Paid
 - c) Delivery Duty Paid
 - d) Delivered Duty Ship
19. Direct and simultaneous exchange of products of equal value:
- a) Counter Trade
 - b) Persistent Dumping
 - c) Barter
 - d) Sporadic Dumping
20. Import or export of goods and marketing them through unauthorized market channels:
- a) Illegal Trade
 - b) Grey Marketing
 - c) White Marketing
 - d) Red Marketing
