

**MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
INTERNATIONAL MARKETING
MBA-304 A**

Duration: 3 Hrs.

Marks: 70

PART : A (OBJECTIVE) = 20
PART : B (DESCRIPTIVE) = 50

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

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

1. What is meant by 'marketing'? What are the 4 P's of marketing? Cite three points of differences between domestic and international markets. (10)
2. What is the role of WTO in foreign trade? Elaborate on the measure called "anti dumping". (10)
3. Explain market communication in context of international marketing. (10)
4. What do you understand by EPRG framework? Discuss with relevant examples. (10)
5. "Pricing and promotion are two vital aspects in international trade" - Comment. (10)
6. What are the various modes of entering foreign markets? (10)
Or
What do you mean by INCOTERM? Explain the INCOTERMs used in international trade.
7. Export and import trade involves great deal of documentation process- Explain. (10)
8. Define: (any two) (10)
a. Joint venture b. Piggy Backing c. Merger d. FOB

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[PART-A : Objective]

Choose the correct answer from the following:

1×20=20

1. _____ is a system of interaction among the countries of the world in order to develop the _____ economy.
 - a. Internationalization, Global
 - b. Globalization, Global
 - c. Internationalization, Domestic
 - d. Globalization, Domestic
2. Globalization refers to integration of _____ & _____ all over the world.
 - a. Economy, Societies
 - b. Economies, Business
 - c. Culture, Business
 - d. Tradition, Business
3. In EPRG Framework, E stands for:
 - a. Economy-centric
 - b. Efficiency-centric
 - c. Ethno-centric
 - d. Eurocentric
4. Which of the following organizations are somehow not related to globalization?
 - a. IMF
 - b. WTO
 - c. NIRD
 - d. ADB
5. Which of the following statement is not true in context of globalization?
 - a. Improvement of international trade.
 - b. Technological progress.
 - c. Decrease in MNC growth.
 - d. Greater mobility of human resources.
6. Which of the following is not a reason for international marketing effort?
 - a. Shrinking domestic market.
 - b. Technology leadership.
 - c. Low cost leadership.
 - d. Political leadership.
7. Which of the following is an example of indirect exporting?
 - a. Piggy backing.
 - b. Joint ventures.
 - c. Wholly owned subsidiaries.
 - d. None of the above.
8. Which of the following combinations are not examples of Modes of entering into International Business?
 - a. Exporting, Licensing, Franchising.
 - b. Piggy Backing, Joint Ventures, Wholly owned subsidiary.
 - c. Strategic alliances/ Contract Manufacturing.
 - d. One person company/partnership.
9. Which one of the following is not an example of regional cooperation?
 - a. NAFTA
 - b. ASEAN
 - c. EU
 - d. ASSOCHM
10. "Skimming the Cream" is an example of _____ strategy.
 - a. Placing
 - b. Promotion
 - c. Pricing
 - d. Production
11. IEC is a code number necessary for _____, the expanded form is _____.
 - a. Export, Import Export code.
 - b. Import/Export, Importer Exporter code.
 - c. Both a and b.
 - d. Neither a nor b.
12. When a country exports significant quantity of a commodity to another country at a price below the domestic price, then it is called:
 - a. Inflation
 - b. Deflation
 - c. Recession
 - d. Dumping
13. Which of the following related to environmental influences on pricing?
 - a. Currency fluctuation, inflation.
 - b. Government control, subsidy.
 - c. Competitive behaviour.
 - d. All the above.
14. Which of the following is not an Analytic dimensions of 'international pricing strategies' ?
 - a. Company Internal Factors.
 - b. Market Factors.
 - c. Environmental Factors.
 - d. Managerial Issues.

15. Which of the following is a "decision making dimension" of 'international pricing strategies'?
- Company Internal Factors.
 - Uniform pricing.
 - Sources of financing.
 - Managerial issues.
16. Market skimming strategies involve:
- Charging a premium price.
 - Charging a competitive price.
 - Charging a nominal price.
 - Charging a cost based price.
17. Which of the following is not a problem in international marketing communication?
- Differences in regulation, differences in culture, media factors.
 - Infrastructure, cost factors, language.
 - Home country regulations, restrictions.
 - Pricing, cost based pricing.
18. McDonald, Dominos, CCD etc are examples of ____ mode.
- Licensing.
 - Franchising.
 - Joint venture.
 - Contract manufacturing.
19. Acquiring the ownership and control by a domestic company of a foreign company, is an example of:
- Joint venture.
 - Wholly owned subsidiary.
 - Acquisition.
 - Merger.
20. Shared ownership is evident in:
- Joint venture.
 - Wholly owned subsidiary.
 - Acquisition.
 - Merger.

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UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



[PART (A) : OBJECTIVE]

Duration : 20 Minutes

Serial no. of the
main Answer sheet

Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2017-18 Date :

Instructions / Guidelines

- The paper contains twenty (20) / ten (10) questions.
- Students shall tick (✓) the correct answer.
- No marks shall be given for overwrite / erasing.
- Students have to submit the Objective Part (Part-A) to the invigilator just after completion of the allotted time from the starting of examination.

Full Marks	Marks Obtained
20	

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature