

MASTER OF BUSINESS ADMINISTRATION
Third Semester
INTERNATIONAL MARKETING
(MBA – 304 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 four from Question no. 2 to 9
Question no. 1 is compulsory.

1. Define Market and Marketing. What are the 7 P's of Marketing? How is an International Market different from the domestic market? (4+2+4=10)
2. What do you understand by the term communication? How is communication important in context of International Marketing? (3+7=10)
3. What is anti dumping? Cite the relevance of WTO in foreign trade. (4+6=10)
4. What are the documents required for Export and Import Trade? (10)
5. Pricing is an important element in marketing. Justify. How will you "Price" your product considering the fact that your company is willing to venture into the European Market? (5+5=10)
6. What are the various "Modes of Entry" in terms of a Foreign Market? Explain any one. (5+5=10)
7. Understanding the domestic environment of a foreign country is essential before deciding to venture into that market. What are the various environmental factors that you need to consider in International Market? (10)
8. Define: (*any two*) (2×5=10)
 - a. Joint Venture
 - b. Contract Manufacturing
 - c. Franchising
 - d. Merger & Acquisition

9. Write in brief the meaning of: (*any four*)

(4×2.5=10)

- a. Export b. Import c. EXIM Bank
d. LOC e. Bill of Lading f. Bill of Exchange



University of Science and Technology, Meghalaya

Date Stamp: _____

SESSION 2016-17 COURSE _____ PAPER CODE: _____ NAME OF THE PAPER: _____ SEMESTER _____	
--	--

<p style="text-align: center;"><u>Instructions to Candidates</u></p> <ol style="list-style-type: none"> 1. This answer booklet has 4 pages. Please check before writing whether it is complete or in good condition. 2. Do not write your name anywhere in the answer booklet. 3. Write legibly on both sides of the paper 4. You may use some space for any rough notes or calculation on the answer booklet if you need. These rough notes, calculations must be scored out before submitting the answer booklet. 5. Do not bring any book or loose paper in the examination hall. 6. Do not tear any page from the answer booklet. 7. Do not write anything on the question paper or blotting paper or any pieces of paper while you are in the examination hall. 8. Any act of indiscipline or misbehavior in the examination hall will result in your expulsion. 9. No examinee is allowed to leave the examination hall until 30 minutes lapse after the commencement of the examination. 10. Additional answer sheet will be supplied after the main answer booklet is completed. 	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th colspan="2" style="text-align: center;">For Objective Type Questions</th> <td style="padding: 5px;">Session: 2016-17</td> </tr> <tr> <th style="text-align: center;">Page No.</th> <th style="text-align: center;">Marks</th> <td style="padding: 5px;">Course _____</td> </tr> <tr><td> </td><td> </td><td style="padding: 5px;">Roll No. _____</td></tr> <tr><td> </td><td> </td><td style="padding: 5px;">Enrollment No. _____</td></tr> <tr><td> </td><td> </td><td style="padding: 5px;">Semester _____</td></tr> <tr><td> </td><td> </td><td style="padding: 5px;">Name of the Paper _____</td></tr> <tr><td> </td><td> </td><td style="padding: 5px;">_____</td></tr> <tr><td> </td><td> </td><td style="padding: 5px;">_____</td></tr> <tr> <td colspan="2" style="text-align: center;">Total</td> <td style="padding: 5px;">Paper Code _____</td> </tr> <tr> <th colspan="2" style="text-align: center;">For Descriptive Type Questions</th> <td> </td> </tr> <tr> <th style="text-align: center;">Question No.</th> <th style="text-align: center;">Marks</th> <td> </td> </tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr> <td colspan="2" style="text-align: center;">Total</td> <td> </td> </tr> <tr> <td colspan="2" style="text-align: center;">Grand Total</td> <td> </td> </tr> </table>	For Objective Type Questions		Session: 2016-17	Page No.	Marks	Course _____			Roll No. _____			Enrollment No. _____			Semester _____			Name of the Paper _____			_____			_____	Total		Paper Code _____	For Descriptive Type Questions			Question No.	Marks																																Total			Grand Total		
For Objective Type Questions		Session: 2016-17																																																																				
Page No.	Marks	Course _____																																																																				
		Roll No. _____																																																																				
		Enrollment No. _____																																																																				
		Semester _____																																																																				
		Name of the Paper _____																																																																				

Total		Paper Code _____																																																																				
For Descriptive Type Questions																																																																						
Question No.	Marks																																																																					
Total																																																																						
Grand Total																																																																						

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature

MASTER OF BUSINESS ADMINISTRATION
Third Semester
INTERNATIONAL MARKETING
(MBA – 304 A)

Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Choose the correct answer:

1×20=20

1. Globalization is a system of _____ among the countries of the world in order to develop the global economy.
a. Integration
b. Interaction
c. Internalization
d. None of the above
2. Globalization refers to the _____ of economies and _____ all over the world.
a. Integration, Societies
b. Interaction, Business
c. Integration, Business
d. Interaction, Society
3. Which of the following exchange is not an essential form that is involved with the process of Globalization?
a. Technological
b. Economic
c. Political
d. Traditional
4. Which of the following group of organizations are associated with Globalization?
a. WTO, IMF, ADB, WB
b. WTO, IMF, NCF, ADB
c. WTO, IMF, NERD, UNESCO
d. WTO, IMF, ADB, WB, UNESCO, WHO, NIRD
5. Which of the following statement is not true in context of Implications of Globalization?
a. Improvement of International Trade
b. Technological Progress
c. Decrease in MNC
d. Greater Mobility of Human Resources
6. Which of the following is not a reason for International Marketing efforts?
a. Decreasing demand in domestic market.
b. Leadership position in Technology
c. Opportunity to create Global Image
d. None of the above
7. Which of the following is not an example of Indirect Exporting?
a. Piggy Backing
b. Licensing
c. Export Management Houses
d. Consortia
8. Modes of entering into International Business are
a. Exporting, Licensing, Franchisee, Turnkey
b. Mergers and Acquisition, Joint Ventures
c. Strategic Alliances and Subsidiaries
d. All the above

9. Which of the following depicts the four step screening process for selecting target market?
- Selecting indicators and collecting data.
 - Determine importance of country indicator
 - Rate the Countries and compute overall scores
 - All the above
10. Which of the following are the essential environmental analysis to be performed in order to venture into a market?
- PERT, CPM
 - PEST, CPM
 - PEST, SWOT
 - PERT, SWOT
11. Benefits of Contract manufacturing are
- Labour Cost Advantage
 - Savings via Taxation and Overheads
 - Lower Risk and Faster Access to Markets
 - All the above
12. Indent, LOC, Advice Note etc are examples of:
- License Documents
 - Application Receipt
 - Documents of Imports
 - a & b
13. Document of Export Trade are-
- Export invoice, Packing list, Certificate of Origin
 - Mate's receipt, Bill of Lading, Shipping Bill, Cart Ticket
 - Letter of Credit, Bill of Exchange, Certificate of Inspection
 - All the above
14. Document of Import Trade are-
- Import License and Quota Certificate, Indent, Letter of Credit, Advice Note, Documentary Bill, Bill of Entry, Bill of Sight, Dock Challan, Warehouse Receipt, Port Trust Dues Receipt, Application to Import
 - Export-Import License and Quota Certificate, Letter of Intent, Letter of Credit, Advice Note, Documentary Bill, Bill of Entry, Bill of Sight, Dock Challan, Warehouse Receipt, Port Trust Dues Receipt, Application to Import
 - Both a & b
 - None of the above
15. Import procedure is initiated by a "Trade Inquiry" and followed by Procurement of Import License and Quote – True/ False
16. Which of the following depicts the correct sequence of Export Trade Procedure:
- Code from Reserve Bank → Importer – Exporter Code No → Registration → Receiving an Enquiry → Scrutinizing the Order → Acknowledgement of the Order → Arranging the Goods → Excise Clearance → Inspection of Goods → Getting Insurance Policy → Custom's Clearance → Obtaining Mate's Receipt → Shipment Advice to Importer → Presenting Document to Bank.
 - Code from Reserve Bank → Importer – Exporter Code No → Registration → Receiving an Enquiry → Scrutinizing the Order → Acknowledgement of the Order → Arranging the Goods → Customs & Excise Clearance → Inspection of Goods → Getting Insurance Policy → Obtaining Mate's Receipt → Shipment Advice to Importer → Presenting Document to Bank.

- c. Both a & b
- d. None of the above

17. After Customs Clearance during Imports, Closing the Transaction is necessary step to be followed after making payments – True/ False

18. Which one of the following represents the 7 P's of marketing?
- a. product, price, promotion, place, packaging, positioning and people.
 - b. product, price, promotion, place, packaging, performance and people.
 - c. Both a and b
 - d. Neither a nor b

19. Which one of the following is not an example of regional cooperation?

- a. NAFTA
- b. ASEAN
- c. EU
- d. ASSOCHM

20. "Skimming the Cream" is an example of _____ strategy.

- a. Production
- b. Pricing
- c. Positioning
- d. Promotional
