

Duration - 2.5 Hrs.

Total Marks - 75

- Note : 1. Attempt all questions with internal choice.
2. Figures to the right indicate full marks.

Q 1 A. Fill in the blanks with the appropriate answer from the alternatives given.

(Attempt any Eight)

(8)

1. Custom regulations are _____ barriers of trade.
a. tariff b. non tariff c. political d. social
2. Health and safety warnings are included in _____.
a. packaging b. branding c. labelling d. pricing
3. International marketing is dominated by _____ countries.
a. poor b. developing c. developed d. rich
4. Trading blocs give benefits to _____ countries.
a. member b. non-member c. rich d. poor
5. Macro environment represents _____ environment.
a. external b. internal c. international d. domestic
6. Break Even Pricing means _____.
a. Only Profit b. Marginal Profit c. Only loss d. No Profit no Loss
7. Dumping means _____.
a. Price Discrimination b. Oligopoly c. Monopoly d. Price Uniformity
8. Reducing or removing unnecessary and unprofitable products is known as _____.
a. Product line expansion b. Stretching up c. Product Line Pru
d. Deepening the Product line
9. How many types of functions are there for packing?
a. Three b. Three c. Two d. Five
10. _____ is meant by Product Standardisation.
a. Variety b. Creativity c. Moderate d. Uniformity

Q 1 B. State whether the following statements are true or false. (Attempt any Seven)

(7)

1. International marketing is highly competitive.
2. High tariffs discourages imports from abroad.
3. Language is a significant element of cultural environment.
4. Technology has major impact on international marketing research.
5. Stretching downwards offer products in the same line for lower price.
6. Penetration pricing strategy means charging low price of the product.
7. Expansion and diversification of business are synonymous.
8. Service culture determines customer centric approach.
9. Trade barriers are supportive to growth of international trade.
10. Merger leads to the formation of new company.

- Q2. a. State and explain the features of international marketing. (8)
b. Distinguish between national and international marketing. (7)
- OR**
- Q2. p. Narrate the importance of international marketing. (8)
q. Discuss the process of international marketing. (7)
- Q3. a. Bring out the purpose of marketing research. (8)
b. Write a note on the World Bank. (7)
- OR**
- Q3. p. Why there is a need to study cultural environment in international marketing? (8)
q. Explain the process of international marketing research. (7)
- Q4. a. What is the role of packaging in international markets? (8)
b. Describe different basis of market segmentation. (7)
- OR**
- Q4. p. Highlight the factors influencing the decision of pricing at international market. (8)
q. Explain the international product life cycle. (7)
- Q5. List down and explain the steps in selection of overseas market. (15)
- OR**
- Q5. Write short note on **(Attempt any Three)** (15)
- a. Grey market
 - b. Non tariff barriers
 - c. IMF
 - d. Factors influencing choice of distribution channel
 - e. International promotional tools
