

Duration: 2 ½ hrs

- N. B. : 1. All Questions are compulsory  
2. All Questions carry equal marks  
3. Figures to the right indicate full marks

**Q1 A. Fill in the blanks with appropriate option: (any 8)**

(8)

1. ....orientation refers to exporter viewing international marketing as secondary to domestic operations  
a. Ethnocentric      b. Polycentric      c. Regiocentric      d. Geocentric
2. Direct Exporting means exporting the products \_\_\_\_\_  
a. by joint venture      b. through middlemen      c. through franchising  
d. by the manufacturer himself
3. \_\_\_\_\_ is horizontal expansion of a firm  
a. Merger      b. Diversification      c. Combination      d. None of these
4. International marketing research facilitates \_\_\_\_\_  
a. initial entry in foreign market      b. large scale imports  
c. expansion of domestic marketing      d. none of these
5. Entering a new price slot and a new market segment is called line \_\_\_\_\_  
a. Stretching      b. down      c. filling      d. all of these
6. \_\_\_\_\_ pricing indicates product benefits.  
a. Target      b. Value      c. Discount      d. None of these
7. \_\_\_\_\_ structure violates principle of Unity of command  
a. Matrix      b. Networked      c. Product      d. Line
8. Differentiation indicates that the product is \_\_\_\_\_  
a. unique      b. standard      c. common      d. all of these
9. Strategic control includes \_\_\_\_\_ aspects.  
a. audit      b. evaluation      c. functional      d. none of these
10. The International Finance Corporation, an affiliate of the World Bank, was established in \_\_\_\_\_  
a. 1960      b. 1982      c. 1953      d. 1956

**Q1 B. State whether the following statements are true or false: (any 7)**

(7)

1. Dumping is a fair practice for entry in foreign market.
2. In ethnocentric orientation, an exporting firm believes that every country is unique and needs a different approach to match its culture and social norms
3. Trade barriers are supportive to the growth of international trade.
4. Licensing is a term used to describe the exchange of the products and services for other products or services.
5. EU is the international organization that oversee the global financial system by following the macroeconomic policies of its member countries.
6. Packing refers to the transport of container

7. Segmentation according to life cycle stage, age, occupation is known as behavioural segmentation.
8. A compound duty is a flat sum per physical unit of the commodity imported or exported.
9. Culture prescribes the kinds of behaviour considered acceptable in a society.
10. Feed-forward control exercises a control, when the strategy is implemented in an organisation.

**Q.2 a.** Define International Marketing. Explain the different orientations of international Marketing. (08)

**Q.2 b.** What is trading blocs? Explain any two trading blocs of international trade. (07)

OR

**Q.2 c.** What are the Needs for conducting international marketing research (08)

**Q.2 d.** What are the elements of culture? (07)

**Q.3 a.** Explain International Product Life Cycle. (08)

**Q.3 b.** Explain the steps for planning International Promotional Campaigns (07)

OR

**Q.3 c.** What is the need for developing international strategies? (08)

**Q.3 d.** What are the features of international service marketing? (07)

**Q4a.** Explain the Economic Environment of International Markets. (08)

**Q4b.** How to control international marketing operations by using modern techniques (07)

OR

**Q4c.** Explain any four types of international market entry methods (08)

**Q4d.** What are the benefits of international Marketing? (07)

**Q5a.** What is the role of packaging and labelling in international market? (08)

**Q5b.** Explain the factors influencing selection of International Distribution Channel (07)

OR

**Q 5C.** Write short notes on: (any 3) (15)

1. IMF
2. Legal Environment
3. Service Culture
4. Grey Market
5. Tariff barriers (any five)

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