

Duration: 2 ½ Hours

Max. Marks: 75

**N.B. i] All questions are compulsory.**

**ii] Figures to the right indicate full marks.**

**Q 1 A. Fill in the blanks with the appropriate answer form the alternatives given. (Any Eight) [8]**

1. \_\_\_\_\_ is horizontal expansion of a firm.  
a. Merger b. Diversification c. Combination d. Separation
2. NAFTA is best example of \_\_\_\_\_.  
a. economic union b. free trade area c. custom union d. common market
3. Quota system is a type of \_\_\_\_\_ barrier.  
a. tariff b. non-tariff c. revenue d. alliance
4. \_\_\_\_\_ orientation refers to exporter viewing international marketing as secondary to domestic operations.  
a. Ethnocentric b. Polycentric c. Regiocentric d. Geo-centric
5. \_\_\_\_\_ is a sister institution of IMF.  
a. World bank b. IFO c. UNICEF d. RBI
6. Pricing of a product based on the benefits it provides to consumers is known as \_\_\_\_\_.  
a. value pricing b. demand based pricing c. mark up pricing d. marginal pricing
7. International marketing requires \_\_\_\_\_.  
a. tariff b. economies of scale c. buyers d. market
8. \_\_\_\_\_ alternative market entry mode offers the most control and risk.  
a. franchise b. alliance c. license d. venture
9. The International Finance Corporation, an affiliate of the World Bank, was established in \_\_\_\_\_.  
a. 1960 b. 1982 c. 1953 d. 1956



10. \_\_\_\_\_ is the simplest form of economic integration.

- a. Common market      b. customs union      c. economic union      d. free trade area

Q 1 B. State whether the following statements are true or false. (Any Seven) [7]

1. International marketing is the same as domestic marketing
2. Trade barriers are supportive to the growth of international trade.
3. Trade blocs are based on geographic boundaries
4. Marketers can always directly apply experience from one country to another or from one market to another.
5. High-income countries are referred to as emerging markets.
6. Targeting defines the position of a product or a company in the minds of customers
7. Pricing below cost can be profitable in the long term
8. The study of the cultural environment is unnecessary in the foreign market because foreign consumers will accept anything that other marketers have to sell.
9. A focus strategy is defined by its emphasis on several industrial segments
10. Promotional aspects of packaging will often vary among foreign markets

Q 2 A . Define International Marketing. Explain the EPRG framework in depth with suitable examples. [8]

Q 2 B. Differentiate between Domestic marketing and international marketing. [7]

OR

Q 2 C. Discuss the different types of non- tariff barriers imposed by countries. [8]

Q 2 D. Discuss modes to enter foreign markets. [7]

Q 3 A Discuss Hofstede's Dimensions of Culture. [8]

Q 3 B What is meant by international marketing research? Discuss the steps that would be followed for research before the launch of a product in the international markets. [7]

OR

Q 3 C Discuss the role of segmentation and positioning in international marketing. [8]

Q 3 D Explain the international marketing environment? Explain the role of political environment in depth. [7]

Q 4 A What is the role of packaging and labelling in international market. [8]

Q 4 B Discuss the features of trade blocs. [7]

OR

Q 4 C What are the features of international service marketing? [8]

Q 4 D Distinguish between Multi domestic strategy and global strategy. [7]

Q 5 A Explain the role of European union in the growth of European markets, state its objectives and functions in depth. [8]

Q 5 B Discuss the various types of pricing strategies adopted in the international markets. [7]

OR

Q 5 C . Write short note on the following. (Any Three) [15]

1. ASEAN
2. IMF
3. Tariff
4. Service Culture
5. Mass Marketing

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