

Q.22 Explain any one market entry strategy used in international marketing along with its advantages and disadvantages..

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

Q.23 State main differences between domestic marketing and international marketing.

Q.24 Explain in detail components of global business environment .

Q.25 Discuss in detail main marketing strategies used by companies for getting entry into international market.

5th Sem. / Business Management (Marketing)

Subject : International Marketing

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

Q.1 What is the main goal of international marketing ?

- a) Increasing costs
- b) Increasing local market share
- c) Expanding into foreign markets
- d) Minimizing product diversity

Q.2 Which economic factor affects the purchasing power in international markets ?

- a) Population Size b) Inflation rate
- c) Cultural preferences d) Religion

Q.3 What is the simplest way to enter an international market ?

- a) Exporting b) Joint venture
- c) Direct investment d) Franchising

- Q.4 Which strategy involves setting a low price to enter a new market ?
- a) Skimming pricing b) Penetration pricing
c) Premium pricing d) All of the above
- Q.5 Adaptation in international marketing refers to :
- a) Modifying a product a local market
b) Using the same strategy everywhere
c) Lowering product prices
d) Creating a new brand
- Q.6 A brand logo used internationally is an example of :
- a) Personal branding b) Brand adaptation
c) Brand standardization d) Cost leadership

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 What is full form of CSR?
- Q.8 A joint venture involves creating a new business with a local partner in a foreign market. (True/False)
- Q.9 Licensing allows a foreign company to produce and sell another company's product in exchange for a fee or royalty. (True/False)
- Q.10 Anti-trust laws are designed to encourage monopolies in international markets. (True/False)

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- Q.11 The process of storing products until they are ready for distribution is called _____. (warehousing /selling)
- Q.12 _____ factors in a foreign market include customs, values, and languages. (political/cultural)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Highlight the importance of international marketing.
- Q.14 Write a short note on market research in international marketing .
- Q.15 How globalization impacts international marketing?
- Q.16 Briefly discuss pricing strategies used for global markets .
- Q.17 Write a short note on international distribution channel.
- Q.18 How currency fluctuations affect international marketing ?
- Q.19 What criteria should be followed for selecting a country for marketing ?
- Q.20 Write a short note on various factors affecting international marketing decisions.
- Q.21 What do you understand by the term "Integrated Marketing Communication" in context of global campaigns ?

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