

TYBMS
Semester VI Examination
Subject: International Marketing
Question Paper Format: Multiple Choice Questions

SAMPLE QUESTION PAPER

Module 1

1. Application of marketing principles to more than one country is known as
 - A. Commercial Marketing
 - B. International Marketing
 - C. Domestic Marketing
 - D. Globalization

2. Which of the following is a mode of International market entry?
 - A. SAARC
 - B. Joint Ventures
 - C. EPRG
 - D. Non Tariff

3. SAARC was formally launched in
 - A. December 1985
 - B. December 1895
 - C. December 1990
 - D. December 1948

4. In International Marketing, which is the mode of payment
 - A. Cash
 - B. Cheque
 - C. Demand Draft
 - D. Letter of Credit

5. Home country orientation is also known as
 - A. Ethnocentric Orientation
 - B. Polycentric Orientation
 - C. Regiocentric Orientation
 - D. Geocentric Orientation

Module 2

6. Factors surrounding international business are known as
 - A. International Business Environmental Factors
 - B. International Business Political Factors
 - C. International Business Geographical Factors
 - D. International Business Demographic Factors

7. Political environment in international environment operates in 3 dimensions and those dimensions are home country political environment, host country political environment and
 - A. Domestic country political environment
 - B. Global country political environment
 - C. Business political environment
 - D. Socio-cultural environment

8. Out of the following which is a vital source of financial and technical assistance to developing countries around the world.
 - A. International Monetary Fund
 - B. World Trade Organization
 - C. World Bank
 - D. Free Trade Agreement

9. Any governmental action, policy or politically motivated event that might adversely affect the long-term profitability, activities and operations of a business firm is known as
 - A. Legal Risk
 - B. Political Risk
 - C. Operational Risk
 - D. Cultural Risk

10. When the government seizes or nationalizes a property but provides some reimbursement for the assets it is known as
 - A. Domestication
 - B. Nationalization
 - C. Confiscation
 - D. Expropriation

Module 3

11. To protect the product from dust, water, moisture, insects is the basic objective of
- A. Pricing
 - B. Promotion
 - C. Process
 - D. Packaging
12. It identifies the quality of the product with a letter, number or a word.
- A. Grade Label
 - B. Descriptive Label
 - C. Brand Label
 - D. Date Label
13. Marketing segmentation done on the basis of age, gender, income, qualification, religion etc refers to
- A. Geographic Segmentation
 - B. Psychographic Segmentation
 - C. Behavioural Segmentation
 - D. Demographic Segmentation
14. It is an activity by which a desirable image is created in the mind of a customer for the product.
- A. Segmentation
 - B. Targeting
 - C. Positioning
 - D. Differentiation
15. Decisions pertaining to the type of products and product variants to be offered refers to
- A. Market Segment Decisions
 - B. Product Mix Decisions
 - C. Branding Decisions
 - D. Product Customization Decisions

Module 4

16. It includes organizations that have two main divisions, namely domestic division and international division.

- A. International Division Structure
- B. Worldwide Regional Division Structure
- C. Product Division Structure
- D. Matrix Structure

17. This type of control is exercised during the strategy implementation

- A. Feedback Control
- B. Concurrent Control
- C. Feed Forward Control
- D. Management Control

18. A curve that shows a relationship between the cumulative production and the cost of an organization is known as

- A. Experience Curve
- B. Unique Competencies
- C. Location Advantage
- D. Economies of Scale

19. In this type of international strategy, the firm increases market share by keeping the prices of its products same or even more than those of its competitors.

- A. International Cost Leadership Strategy
- B. International Differential Strategy
- C. International Focus Strategy
- D. Integrated Low Cost of Differentiation

20. In international corporate level strategies, decentralizing the decisions to the strategic business unit of every country refers to

- A. Multi Domestic Strategy
- B. Global Strategy
- C. Transnational Strategy
- D. Regional Strategy