

# Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - –International Marketing

Course Code - MM404

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Answer all the questions. Each question carry one mark.

9. 1. International marketing involves

*Mark only one oval.*

- Identifying the requirement of customers in international market
- Penetrating into international market
- Taking decisions in view of dynamic international marketing environment
- All of these

10. 2. When the transaction is of high value, complex In nature and more technical \_\_\_\_\_ method of the export sales contract is used.

*Mark only one oval.*

- Performa invoice
- Purchase order
- Sales contact
- None of these

11. 3. An orientation that considers overseas operations as a means of disposing surplus production is

*Mark only one oval.*

- Region centric orientation
- Polycentric orientation
- Geocentric orientation
- Ethnocentric orientation

12. 4. Quantitative restrictions refer to limit set by countries to curb .....

*Mark only one oval.*

- Imports
- Exports
- Imports and Exports
- All of these

13. 5. An attribute that doesn't contribute to Porters Diamond model is

*Mark only one oval.*

- Government
- Organized Trade union
- Factor Conditions
- Demand Conditions

14. 6. "Globalization" implies

*Mark only one oval.*

- Only economic integration
- Only financial integration
- Integration and convergence of economic, financial, cultural and political systems
- None of these

15. 7. Measurement of KOF overall indices of globalization is based on

*Mark only one oval.*

- Economic globalization
- Political globalization
- Social globalization
- All of these

16. 8. Trade Related Investment Measures (TRIMS) doesn't apply for

*Mark only one oval.*

- Measures that lead to restrictions in quantities.
- Discouraging measures that limit a company's imports
- Discouraging measures that limit a company's exports.
- All of these

17. 9. Credits transferable by original beneficiary in favor of secondary beneficiary are known as

*Mark only one oval.*

- Deferred credits
- Transit credits
- Installment credits
- Transferable credits

18. 10. Export marketing

*Mark only one oval.*

- Focuses on overseas markets
- Focuses solely on domestic market
- Decision on marketing mix are based on needs of the foreign customers only
- Decisions on marketing mix are made at regional offices

19. 11. Global marketing signifies

*Mark only one oval.*

- Complete standardization of marketing mix
- Strategic approach to have global perspective
- Higher volumes of production and sales result into reduction in cost per unit due to experience curve effects and increased efficiency in activities mainly related to production, resource management and marketing
- Complete standardization of marketing mix and Strategic approach to have global perspective only

20. 12. General electric follows \_\_\_\_\_ as its international operational strategy

*Mark only one oval.*

- Global
- International
- Multi-domestic
- Transnational

21. 13. World Bank is made up of two unique development institutions namely

*Mark only one oval.*

- IBRD & amp; IFC
- IFC & amp; IDA
- IBRD & amp; IDA
- IFC & amp; MIGL



22. 14. Which institution is known as the 'soft loan window' of world bank

*Mark only one oval.*

- IMF
- IFC
- IDA
- None of these

23. 15. EPCG denotes

*Mark only one oval.*

- Export potential and credit Guarantee
- Earning promotion and credit guarantee
- Export promotion and credit guarantee
- Export potential and credit goods.

24. 16. Which body provides private investors the confidence and comfort they need to make sustainable investments in developing countries?

*Mark only one oval.*

- IFC
- IBRD
- IDA
- MIGA

25. 17. When custom duty is levied according to weight of goods it is known as

*Mark only one oval.*

- Excise duty
- Ad-valorem duty
- Revenue duty
- Specific duty

26. 18. Which one is called Bretton-wood Twin's

*Mark only one oval.*

- IBRD and IDA
- IMF and IFL
- IMF and IBRD
- IDA and IFL

27. 19. A letter of credits means

*Mark only one oval.*

- A bank agreeing to accept and pay on due date
- A letter containing conditions of credit purchase or sale
- A letter sent by exporter to importer sanctioning credit deal.
- A letter sent by importer to exporter sanctioning credit deal

28. 20. Which body was created in 1964 for creating development-friendly integration of developing countries into the world economy?

*Mark only one oval.*

- IMF
- WTO
- UNCTAD
- GSP

29. 21. Which is the basic form of economic integration in which member countries seek to remove all tariffs and non-tariff barriers among themselves?

*Mark only one oval.*

- FTA
- CU
- EU
- PU

30. 22. UNCTAD Stands for \_\_\_\_\_

*Mark only one oval.*

- United nations committee on Tariff and Development
- United nations conference on trade and deficit
- United nations conference on trade and development
- Union of nations cause for trade and development

31. 23. The gains from two nations depend on

*Mark only one oval.*

- Domestic barter rates
- Different in the domestic barter rates of the two countries
- Terms of trade
- Degree of absolute advantage

32. 24. The balance of payments of a country on current account is equal to

*Mark only one oval.*

- Balance of trade plus short term
- Balance of trade plus net invisible exports
- Balance of payment minus capital flows
- Balance of invisible trade plus imports

33. 25. APEC was established in 1989 to enhance

*Mark only one oval.*

- Economic growth and prosperity for the Asia-Pacific region and to strengthen the community
- Cooperation among Persian Gulf nations
- Both Economic growth and prosperity for the Asia-Pacific region and to strengthen the community and Cooperation among Persian Gulf nations
- None of these

34. 26. Subsidiaries consider regional environment for policy / Strategy formulation is known as

*Mark only one oval.*

- Polycentric Approach
- Regiocentric Approach
- Ethnocentric Approach
- Geocentric Approach

35. 27. Which is the right sequence of a stages of Internationalization

*Mark only one oval.*

- Domestic, Transnational, Global, International, Multinational
- Domestic, International, Multinational, Global, Transnational
- Domestic, Multinational, International, Transnational, Global
- Domestic, International, Transnational, Multinational, Global

36. 28. WTO has a permanent secretariat based out of

*Mark only one oval.*

- Geneva and is headed by a General
- London and is headed by a Director
- London and is headed by Director General
- Geneva and is headed by Director General

37. 29. Which of these is/are the characteristic of a licensing agreement

*Mark only one oval.*

- The licensor might provide access to some of its patents or trademarks
- The licensor might provide access to technology
- It might be used to avoid the risks of foreign involvement
- All of these

38. 30. Typically the last step in the internationalization process is:

*Mark only one oval.*

- Licensing
- Exporting
- Wholly owned subsidiaries
- Foreign Direct Investment

39. 31. The country that attract the largest FDI inflow is

*Mark only one oval.*

- USA
- India
- China
- Brazil

40. 32. A product is considered to be dumped if

*Mark only one oval.*

- The export price is less than the price charged for the like product in the exporting country
- The product is sold for less than its cost of production
- Both The export price is less than the price charged for the like product in the exporting country and The product is sold for less than its cost of production
- None of these

41. 33. The world trade organization was formed in the year \_\_\_\_\_ with GATT as its basis.

*Mark only one oval.*

- 1992
- 1993
- 1995
- 1994

42. 34. India is an

*Mark only one oval.*

- Emerging economy
- Developed economy
- Less developed economy
- None of these

43. 35. General Agreement on Trade in Services will not be applicable to

*Mark only one oval.*

- Services supplied from one country to another – cross border supply
- Transaction of goods across the border – Export Import
- Individuals traveling from own country to supply services in another – presence of natural persons.
- Consumers/firms making use of a service in another country – consumption abroad

44. 36. Time taken at Consultations stage of a dispute settlement is

*Mark only one oval.*

- 45 days
- 60 days
- 6 months
- 3 weeks

45. 37. The Theory of Relative Factor Endowments is given by

*Mark only one oval.*

- Ohilin-Hecksher
- FY Taylor
- Richardo
- Porter



46. 38. According to this theory the holdings of a country's treasure primarily in the form of gold constituted its wealth.

*Mark only one oval.*

- Gold Theory
- Ricardo Theory
- Mercantilism
- H .O. Theory

47. 39. Which of these is a characteristic of multinational corporations

*Mark only one oval.*

- At least one -third directors are foreign nationals
- The company does 40% of its business in foreign markets
- The overseas markets are larger than the domestic market
- The affiliates are responsive to a number of important environmental forces

48. 40. The first phase of globalization started around 1870 and ended with

*Mark only one oval.*

- The World War I
- The World War II
- The Establishment of GATT
- In 1913 when GDP was high

49. 41. Power distance Index (PDI) of 77 compared to a world average of 56.5 for India indicates

*Mark only one oval.*

- High level of inequality of power and wealth within the society
- Normal Power and Wealth
- High level of political corruption
- Low level of Human Development Index

50. 42. Trade embargoes and sanctions

*Mark only one oval.*

- Are often used as hostile political measure
- Prohibit trade completely with a country so as to economically isolate it
- Are used to impose selective coercive measures to restrict trade with a country.
- All of these.

51. 43. Hebrew Law and the Islamic law are derived from religious doctrines and their scholarly interpretations. This legal system is known as

*Mark only one oval.*

- Theocratic law
- Socialistic law
- Common law
- Civil law

52. 44. Which among the following is not a type of jurisdictional principles?

*Mark only one oval.*

- Nationality principle
- Principle of sovereignty
- Territoriality principle
- Protective principle

53. 45. UNCITRAL stands for

*Mark only one oval.*

- United Nations commission on International Trade.
- United Nations commission on International Trade Law.
- United Nations commission on International political and economic systems.
- None of these

54. 46. In 90's the global management perception was based on

*Mark only one oval.*

- Standardization v/s adaptation
- Globalization v/s localization
- Global integration v/s Local Responsiveness
- Local responsiveness

55. 47. Firm that operates internationally is able to

*Mark only one oval.*

- Earn a greater return from their skills and core competencies
- Realize location economies where they can be performed most efficiently
- Realize greater experience curve economies, which reduces the cost of production
- All of these

56. 48. If a country has deficit in balance of current account, balance of capital account will be

*Mark only one oval.*

- Zero
- Surplus
- Deficit
- None of these

57. 49. International trade theory was the contribution of

*Mark only one oval.*

- Bertie Ohlin
- Arthur Okum
- Adam smith
- None of them

58. 50. According to American Marketing Association (AMA), international marketing is the multinational process of \_\_\_ of ideal goods and services.

*Mark only one oval.*

- planning and executing the conception
- pricing and promotion
- distribution
- all of the these

59. 51. The factor(s) that contributes maximum to the complexity of the global markets.

*Mark only one oval.*

- environmental
- cultural dynamics
- both environmental and cultural dynamics
- financial

60. 52. Which of the following is not main function of International Marketing?

*Mark only one oval.*

- Market selection and product selection
- Developing pricing strategy
- International marketing communication
- Selection of raw material

61. 53. GATT stands for

*Mark only one oval.*

- Global Agreement on Tariffs and Trade
- General Agreement on Tariffs and Trade
- Group Agreement on Tariffs and Trade
- Government Agreement on Tariffs and Trade

62. 54. The exchange rates for each country's currency are fixed under the rules framed by the

*Mark only one oval.*

- WTO
- GATT
- IMF
- UNO

63. 55. The task of marketing is to create customer value that is greater than the value created by \_\_\_\_ .

*Mark only one oval.*

- Competitors
- Government
- Management
- Workers

64. 56. One of the most powerful strategies for penetrating a new national market is to offer a \_\_\_ product at a \_\_\_ price

*Mark only one oval.*

- superior, lower
- superior, higher
- inferior, lower
- inferior, higher

65. 57. The term \_\_\_ describes management's often-unconscious belief or assumption that each country in which a company does business is unique.

*Mark only one oval.*

- Polycentric
- Ethnocentric
- Geocentric
- Regiocentric

66. 58. The best way to control inflation is to \_\_\_

*Mark only one oval.*

- Import the products
- earn foreign exchange through exports
- both Import the products and earn foreign exchange through exports
- none of these

67. 59. \_\_ marketing and \_\_ marketing are very similar to each other, in fact almost the same thing.

*Mark only one oval.*

- Multinational, International
- National, International
- Regional, International
- None of these

68. 60. Extension of marketing activities across the globe is called as \_\_\_\_\_

*Mark only one oval.*

- International Business
- Universal Marketing
- International Marketing
- Borderless Marketing

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