



## BRAINWARE UNIVERSITY

Course – MBA

International Marketing (MM401)

(Semester – 4)

**Time allotted: 3 Hours**

**Full Marks: 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*

(i) DWT means

- |                            |                                   |
|----------------------------|-----------------------------------|
| a. Dead weight tons        | b. Displacement weightage tonnage |
| c. Download weight tonnage | d. None of the above              |

(ii) Hedging means

- |                         |                         |
|-------------------------|-------------------------|
| a. To reduce the risk   | b. To moderate the risk |
| c. To maximize the risk | d. Risk management      |

(iii) World's most widely spoken language is

- |            |             |
|------------|-------------|
| a. English | b. Mandarin |
| c. French  | d. Hindi    |

(iv) Balance of payment (BOP) means

- |  |  |
|--|--|
| a. Difference between receipts and payments on account of import and export (Not services) | b. Difference between Receipt and payment on account of Import and Export (including services) |
| c. All remittances from outside the country  | d. None of the above   |

(v) LIBOR means

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| a. London Inter Bank Offer Rate | b. London Inter Bank Offer Return |
| c. London Inter Bank Offer Risk | d. None of the above              |

(vi) DGFT Regional Office issues

- |                                |                          |
|--------------------------------|--------------------------|
| a. Import / Export Code Number | b. Certificate of Origin |
|--------------------------------|--------------------------|

- c. Proforma Invoice
- d. Consular Invoice
- (vii) MFN means
- a. Most Forward Nation
- b. Most Favoured Nation
- c. Most Fast Moving Nation
- d. None of the above
- (viii) World's largest economy
- a. USA
- b. China
- c. India
- d. Brazil
- (ix) C & F means
- a. Clearing and forwarding agent
- b. Consignor and forwarding agent
- c. Consignee and forwarding agent
- d. None of the above
- (x) L/C means
- a. Letter of credit
- b. Letter of certificate
- c. Letter of chamber of commerce
- d. None of the above

### Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

2. Define International marketing and state its importance. [5]
3. Please discuss the structure of WTO. [5]
4. What are the functions of GATT? [5]
5. Write short note on any four documents used in export trade. [5]
6. Explain the process of marketing communication in the international trade. [5]

### Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

7. (a) What are the advantages of direct marketing? Why are more and more Indian manufacturers taking recourse to direct marketing? [8]
- (b) What points you would keep in mind while selecting an agent in a foreign country? [7]
8. (a) How would you process an export order? Explain the various steps. [8]
- (b) What documents must accompany an export shipment? Describe them briefly. [7]
9. (a) Explain with the help of a suitable diagram the modus operandi of [6]

- an L/C.
- (b) Write short note on international trade finance. [5]
  - (c) Write short note on container corporation of India. [4]
10. (a) Discuss the factors affecting country attractive analysis. [6]
- (b) Discuss Distance Model for selection of an International Market. [5]
  - (c) Trade Analysis Method for International Market evaluation. [4]
11. (a) What is Duty Drawback scheme? [2]
- (b) Define Exchange Rates. [2]
  - (c) Discuss Purchasing Power Parity Theory. [6]
  - (d) Discuss Currency Markets and Hedging. [5]

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