



BRAINWARE UNIVERSITY

Term End Examination 2018-19

Programme –Master of Business Administration

Course Name –International Marketing

Course Code – 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) Which of the following is not a determinant of size of the foreign market?
 - a. Population of the country
 - b. Per capita income of the country
 - c. Stage of economic development of the country
 - d. Distribution of income among the citizens of the country
 - (ii) Which of the following would be considered to be a controllable element in the foreign environment ?
 - a. Channels of Distribution
 - b. Product Elements
 - c. Promotion
 - d. All of these
 - (iii) Asian Development Bank looks after the
 - a. Political development of the Asian countries
 - b. Cultural development of the Asian countries
 - c. Social development of the Asian countries
 - d. Economic development of the Asian countries

- (iv) World Trade Organization looks after the
- | | |
|--|--------------------------------------|
| a. Rules of trade of the Asian countries | b. Rules of trade of a single nation |
| c. Rules of trade across the globe | d. None of these |
- (v) Dumping comes under
- | | |
|--------------------------|-------------------------------|
| a. Internal Distribution | b. International Distribution |
| c. International Pricing | d. International Promotion |
- (vi) Forfeiting means to
- | | |
|-------------------------|----------------------|
| a. Accept the rights | b. Reject the rights |
| c. Surrender the rights | d. Refuse the rights |
- (vii) Global Logistics is a part of
- | | |
|-------------------------------|----------------------------|
| a. International Distribution | b. International Promotion |
| c. International Pricing | d. None of these |
- (viii) The practice of taking advantage of a price difference between two or more markets is known as
- | | |
|--------------------|------------------|
| a. Cannibalization | b. Spot Rate |
| c. Arbitrage | d. None of these |
- (ix) EXIM stands for
- | | |
|----------------------|------------------------|
| a. Export Import | b. Exporting Importing |
| c. Exporter Importer | d. None of these |
- (x) Forward Rate is a
- | | |
|----------------------------|-------------------------|
| a. Present yield on a bond | b. Past yield on a bond |
| c. Future yield on a bond | d. None of these |

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- | | |
|--|---|
| 2. Briefly explain the role of Cultural Environment in International Marketing with suitable example. | 5 |
| 3. Briefly explain the role of Political Environment in International Marketing with suitable example. | 5 |
| 4. Interpret the disadvantage of branding in case of International Marketing with suitable example. | 5 |

- | | |
|---|---|
| 5. Analyze the concept of Indirect Export with suitable example. | 5 |
| 6. Evaluate the role of Letter of Credit in International Marketing | 5 |

Group – C

(Long Answer Type Questions)

3 x 15 = 45

- | | |
|---|----|
| 7. Describe the role and impact of business and legal environment in international marketing in details with suitable example. | 15 |
| 8. Evaluate the impact and relevance of different pricing strategies adopted in case of International Marketing with suitable example. | 15 |
| 9. Compare the Domestic Promotional Strategy along with International Promotional Strategy stating the opportunities and threats for both with suitable example. | 15 |
| 10. Compare the Domestic Distribution Policy decision along with International Distribution Policy decision stating the opportunities and threats for both with suitable example. | 15 |
| 11. Critically appraise the foreign exchange process in the context of international marketing, mentioning all the elements of foreign exchange process in details | 15 |
