



BRAINWARE UNIVERSITY

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Term End Examination 2023

Programme – MBA-2018/MBA-2019/MBA-2020/MBA-2021

Course Name – International Marketing

Course Code - MM404

(Semester IV)

Full Marks : 60

Time : 2:30 Hours

[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)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) The agreement signed by Ranbaxy Laboratory and Bayer AG of Germany in the year 1999 is an example of:
- | | |
|-------------------------------------|----------------------|
| a) Subsidiary | b) Joint venture |
| c) Strategic International Alliance | d) License agreement |
- (ii) Choose the element of service quality which is defined as 'the knowledge and courtesy of employees and their ability to convey trust and confidence':
- | | |
|--------------|----------------|
| a) Tangibles | b) Reliability |
| c) Assurance | d) Empathy |
- (iii) Describe among the following the emerging pattern of international markets:
- | | |
|------------------------------------|---|
| a) Theory of competitive advantage | b) Theory of international product life cycle |
| c) Theory of comparative advantage | d) None of these |
- (iv) Discuss which of the following is an attribute that doesn't contribute to Porters Diamond model is:
- | | |
|----------------------|--------------------------|
| a) Government | b) Organized Trade union |
| c) Factor Conditions | d) Demand Conditions |
- (v) Construct the following:-At Bengaluru Airport, Karan was surprised by the help he received from the staff at the airport. He was worried about the standard procedures like collecting boarding pass and security check-in. But the staff overwhelmingly helped him overcome all the difficulties. Which dimension of 'service quality' was strongly promoted by the staff at the airport?
- | | |
|---------------|---------------|
| a) Aesthetics | b) Features |
| c) Empathy | d) Reputation |
- (vi) Appraise which of the following that the reduction in weighted average level of tariffs applicable to industrial products is now expected to fall from present level of:
- | | |
|--|--|
| a) 6.3-3.8 percent in developed countries | b) 15.3-12.3 percent in developing countries |
| c) 8.6-6 percent in the transition economies | d) All of these |

- (vii) Solve from the following that which is the right sequence of a stages of Internationalization:
- | | |
|--|--|
| a) Domestic, Transnational, Global, International, Multinational | b) Domestic, International, Multinational, Global, Transnational |
| c) Domestic, Multinational, International, Transnational, Global | d) Domestic, International, Transnational, Multinational, Global |
- (viii) Report from the following that ultimately was replaced by the on 1st Jan 1995:
- | | |
|-------------|--------------------|
| a) GATT/WTO | b) WTO/WORLD BANK |
| c) GATS/IMF | d) WORLD BANK/WIPO |
- (ix) Analyze from the following that Theory of Mercantilism propagates:
- | | |
|----------------------------------|---|
| a) Encourage imports and exports | b) Encourage exports and discourage imports |
| c) Discourage imports | d) None of these |
- (x) Determine from the following that IBRD (International Bank for Reconstruction and Development) also known as:
- | | |
|--------------|---------------------------------|
| a) EXIM Bank | b) World Bank |
| c) IMF | d) International Financial Bank |
- (xi) Define International marketing:
- | | |
|--|--|
| a) Identifying the requirement of customers in international market | b) Penetrating into international market |
| c) Taking decisions in view of dynamic international marketing environment | d) All of the above |
- (xii) Determine from the following that which of these is/are the characteristic of a licensing agreement:
- | | |
|---|--|
| a) The licensor might provide access to some of its patents or trademarks | b) The licensor might provide access to technology |
| c) It might be used to avoid the risks of foreign involvement | d) All of these |
- (xiii) Infer that is application of knowledge which redefine the boundaries of global business:
- | | |
|--------------------|---------------|
| a) Cultural Values | b) Technology |
| c) Both a and b | d) Society |
- (xiv) Identify among the following about the Foreign marketing:
- | | |
|--|--|
| a) Similar to international marketing | b) Focuses on whole world as a single market and standardizes marketing as far as feasible |
| c) Practices used in home market and also applied in overseas markets with little adaptation | d) A comparative study of two or more marketing systems |
- (xv) Identify among the following that if an orientation that considers overseas operations as a means of disposing surplus production is:
- | | |
|-------------------------------|-----------------------------|
| a) Region centric orientation | b) Polycentric orientation |
| c) Geocentric orientation | d) Ethnocentric orientation |

Group-B

(Short Answer Type Questions)

- | | |
|---|----------|
| 2. Describe the concept of GATS in international marketing. | 3 x 5=15 |
| 3. Explain international marketing. | (3) |
| 4. Explain in detail about international trade. | (3) |
| 5. Appraise the benefits of using advertising in international marketing. | (3) |
| 6. Evaluate the concept of personal selling in international marketing. | (3) |

OR

Evaluate the advantages of licensing.

(3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Describe how to enter in an international market. (5)
8. Describe about the marketing orientation of international marketing. (5)
9. Evaluate the functions and objectives of WTO. (5)
10. Evaluate the different aspects of international trade barriers. (5)
11. Appraise how to handle exchange control transactions for Exports. (5)
12. Appraise the concept of advertising in international marketing. (5)

OR

Conclude about the international communication process. (5)
