

## **BRAINWARE UNIVERSITY**

## Term End Examination 2021 - 22 Programme – Master of Business Administration Course Name – International Marketing Course Code - MM404 (Semester IV)

Time allotted: 1 Hrs.15 Min. Full Marks: 60 [The figure in the margin indicates full marks.] Group-A (Multiple Choice Type Question)  $1 \times 60 = 60$ Choose the correct alternative from the following: (1) International marketing involves a) Identifying the requirement of customers in b) Penetrating into international market international market d) All of these c) Taking decisions in view of dynamic international marketing environment (2) When the transaction is of high value, complex In nature and more technical method of the export sales contract is used. a) Performa invoice b) Purchase order c) Sales contact d) None of these (3) 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 (4) Quantitative restrictions refer to limit set by countries to curb ...... a) Imports b) Exports c) Imports and Exports d) All of these (5) An attribute that doesn't contribute to Porters Diamond model is a) Government b) Organized Trade union d) Demand Conditions c) Factor Conditions

b) Only financial integration

d) None of these

(6) "Globalization" implies

a) Only economic integration

c) Integration and convergence of economic, financial, cultural and political systems

(/) Measurement of KOF overall indices of global	lization is based on
a) Economic globalization	b) Political globalization
c) Social globalization	d) All of these
(8) Trade Related Investment Measures (TRIMS)	doesn't apply for
a) Measures that lead to restrictions in quantities.	b) Discouraging measures that limit a company's imports
<ul> <li>c) Discouraging measures that limit a company's exports.</li> </ul>	d) All of these
(9) Credits transferable by original beneficiary in known as	favor of secondary beneficiary are
a) Deferred credits	b) Transit credits
c) Installment credits	d) Transferable credits
(10) Export marketing	
a) Focuses on overseas markets	b) Focuses solely on domestic market
c) Decision on marketing mix are based on needs of the foreign customers only	d) Decisions on marketing mix are made at regional offices
(11) CISF pricing includes the following	
a) Commission is paid to the agent involved in the transaction	b) Cost of the goods exported
c) Freight & Insurance charges for the goods exported	d) All of these
(12) Global marketing signifies	
a) Complete standardization of marketing mix	b) Strategic approach to have global perspective
c) 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	d) a and b only
(13) General electric follows as its in	iternational operational strategy
a) Global	b) International
c) Multi-domestic	d) Transnational
(14) The inability of nation to produce a product moits ability to produce more efficiently than it do	·
a) Factor endowment theory	b) Theory of comparative advantage
c) Theory of absolute advantage	d) None of these
(15) World Bank is made up of two unique develop	ment institutions namely
a) IBRD & amp; IFC	b) IFC & amp; IDA
c) IBRD & amp; IDA	d) IFC & amp; MIGL
(16) Which institution is known as the 'soft loan wi	ndow' of world bank
a) IMF	b) IFC
c) IDA	d) None of these
(17) EPCG denotes	

a) Export potential and credit Guarantee	b) Earning promotion and credit guarantee
c) Export promotion and credit guarantee	d) Export potential and credit goods.
(18) Which body provides private investors the co sustainable investments in developing countri	<u> </u>
a) IFC	b) IBRD
c) IDA	d) MIGA
(19) When custom duty is levied according to weight	ght of goods it is known as
a) Excise duty	b) Ad-valorem duty
c) Revenue duty	d) Specific duty
(20) Which one is called Bretton-wood Twin's	
a) IBRD and IDA	b) IMF and IFL
c) IMF and IBRD	d) IDA and IFL
(21) A letter of credits means	
a) A bank agreeing to accept and pay on due date	b) A letter containing conditions of credit purchase or sale
<ul> <li>c) A letter sent by exporter to importer sanctioning credit dial.</li> </ul>	d) A letter sent by importer to exporter sanctioning credit deal
(22) Which body was created in 1964 for creating developing countries into the world economy	· · · · · · · · · · · · · · · · · · ·
a) IMF	b) WTO
c) UNCTAD	d) GSP
(23) Which is the basic form of economic integrat remove all tariffs and non-tariff barriers amort	
a) FTA	b) CU
c) EU	d) PU
(24) UNCTAD Stands for	
a) United nations committee on Tariff and     Development	b) United nations conference on trade and deficit
<ul> <li>c) United nations conference on trade and development</li> </ul>	d) Union of nations cause for trade and development
(25) The gains from two nations depend on	
a) Domestic barter rates	b) Different in the domestic barter rates of the two countries
c) Terms of trade	d) Degree of absolute advantage
(26) The balance of payments of a country on curr	rent account is equal to
a) Balance of trade plus short term	b) Balance of trade plus net invisible exports
c) Balance of payment minus capital flows	d) Balance of invisible trade plus imports
(27) APEC was established in 1989 to enhance	
a) Economic growth and prosperity for the Asia-Pacific region and to strengthen the community	b) Cooperation among Persian Gulf nations
c) Both a and b	d) None of these
(28) is application of knowledge who business	nich redefine the boundaries of global

a) Cultural values	b) Society	
c) Technology	d) Economy	
(29) Subsidiaries consider regional environment for policy / Strategy formulation is known as		
a) Polycentric Approach	b) Regiocentric Approach	
c) Ethnocentric Approach	d) Geocentric Approach	
(30) The overriding purpose of WTO is		
a) To help trade flow as freely as possible as long as there is no side effects	b) To ensure that individuals, companies, and governments know what trade rules are around the world	
<ul> <li>c) Ensure that rules are transparent and predictable</li> </ul>	d) All of these.	
(31) Which is the right sequence of a stages of Inte	rnationalization	
a) Domestic, Transnational, Global, International, Multinational	b) Domestic, International, Multinational, Global, Transnational	
c) Domestic, Multinational, International, Transnational, Global	d) Domestic, International, Transnational, Multinational, Global	
(32) WTO has a permanent secretariat based out of	•	
a) Geneva and is headed by a General	b) London and is headed by a Director	
c) London and is headed by Director General	d) Geneva and is headed by Director General	
(33) IBRD (International Bank for Reconstruction a	and Development) also known as	
a) EXIM Bank	b) World Bank	
c) IMF	d) International Financial Bank	
(34) Which of these is/are the characteristic of a lic	ensing agreement	
<ul> <li>a) The licensor might provide access to some of its patents or trademarks</li> </ul>	b) The licensor might provide access to technology	
<ul> <li>c) It might be used to avoid the risks of foreign involvement</li> </ul>	d) All of these	
(35) Typically the last step in the internationalization	on process is:	
a) Licensing	b) Exporting	
c) Wholly owned subsidiaries	d) Foreign Direct Investment	
(36) The country that attract the largest FDI inflow is		
a) USA	b) India	
c) China	d) Brazil	
(37) The world trade organization was formed in the year with GATT as it basis.		
a) 1992	b) 1993	
c) 1995	d) 1994	
(38) India is an		
a) Emerging economy	b) Developed economy	
c) Less developed economy	d) None of these	
(39) General Agreement on Trade in Services will not be applicable to		
<ul> <li>a) Services supplied from one country to another – cross border supply</li> </ul>	b) Transaction of goods across the border – Export Import	

c) Individuals traveling from own country to supply services in another – presence of natural persons.	d) Consumers/firms making use of a service in another country – consumption abroad
(40) Time taken at Consultations stage of a dispute s	settlement is
a) 45 days	b) 60 days
c) 6 months	d) 3 weeks
(41) The Theory of Relative Factor Endowments is a	given by
a) Ohilin-Hecksher	b) FY Taylor
c) Richardo	d) Porter
(42) According to this theory the holdings of a country's treasure primarily in the form of gold constituted its wealth.	
a) Gold Theory	b) Ricardo Theory
c) Mercantilism	d) H .O. Theory
(43) Which of these is a characteristic of multination	nal corporations
<ul> <li>a) At least one -third directors are foreign nationals</li> </ul>	b) The company does 40% of its business in foreign markets
c) The overseas markets are larger than the domestic market	d) The affiliates are responsive to a number of important environmental forces
(44) The first phase of globalization started around 1870 and ended with	
a) The World War I	b) The World War II
c) The Establishment of GATT	d) In 1913 when GDP was high
(45) Power distance Index (PDI) of 77 compared to a world average of 56.5 for India indicates	
a) High level of inequality of power and wealth within the society	b) Normal Power and Wealth
c) High level of political corruption	d) Low level of Human Development Index
(46) As a part of WTO guidelines, Agreement on Ag	griculture (AOA) doesn't consider
a) Direct payments to farmers are permitted.	b) Indirect assistance and support to farmers including R & D support by govt. are not permitted
c) Domestic policies which directly effect on production and trade have to be cut back	d) Least developed countries do not need to make any cuts.
(47) Trade embargoes and sanctions	
a) Are often used as hostile political measure	b) Prohibit trade completely with a country so as to economically isolate it
<ul> <li>c) Are used to impose selective coersive measures to restrict trade with a country.</li> </ul>	d) All of these.
(48) Hebrew Law and the Islamic law are derived from religious doctrines and their scholarly interpretations. This legal system is known as	
a) Theocratic law	b) Socialistic law
c) Common law	d) Civil law
(49) Which among the following is not a type of jurisdictional principles?	
a) Nationality principle	b) Principle of sovereignty
c) Territoriality principle	d) Protective principle
(50) UNCITRAL stands for	

a) United Nations commission on International Trade.	International Trade Law.
c) United Nations commission on	d)
International political and economic systems.	None of these
(51) Which of the following summarizes the charact process of adjusting to new culture?	reristics of culture and is also the
a) Patterned.	b) Symbolic.
c) Trans-generational.	d) Acculturation
(52) Firm that operates internationally is able to	
<ul> <li>a) Earn a greater return from their skills and core competencies</li> </ul>	b) Realize location economies where they can be performed most efficiently
<ul> <li>c) Realize greater experience curve economies, which reduces the cost of production</li> </ul>	d) All of these
(53) theory states that, lack of resources of competitive	ten helps countries to become
a) Competitive theory	b) Porters Diamond Model
c) Theory of Mercantilism	d) Product life cycle theory
(54) If a country has deficit in balance of current accepte	count, balance of capital account will
a) Zero	b) Surplus
c) Deficit	d) None of these
(55) International trade theory was the contribution	of
a) Bertie Ohlin	b) Arthur Okum
c) Adam smith	d) None of them
(56) According to American Marketing Association (AMA), international marketing is the multinational process of of ideal goods and services.	
a) planning and executing the conception	b) pricing and promotion
c) distribution	d) all of the these
(57) Which of the following is not main function of	International Marketing?
a) Market selection and product selection	b) Developing pricing strategy
c) International marketing communication	d) Selection of raw material
(58) GATT stands for	
a) Global Agreement on Tariffs and Trade	b) General Agreement on Tariffs and Trade
c) Group Agreement on Tariffs and Trade	d) Government Agreement on Tariffs and Trade
(59) The exchange rates for each country's currency the	are fixed under the rules framed by
a) WTO	b) GATT
c) IMF	d) UNO
(60) The task of marketing is to create customer value created by	ue that is greater than the value
a) Competitors	b) Government
c) Management	d) Workers