



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 x 60=60

Choose the correct alternative from the following :

- (1) International marketing involves

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 these
- (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
c) Factor Conditions	d) Demand Conditions
- (6) "Globalization" implies

a) Only economic integration	b) Only financial integration
c) Integration and convergence of economic, financial, cultural and political systems	d) None of these

- (7) Measurement of KOF overall indices of globalization 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
 - c) Discouraging measures that limit a company's exports.
 - d) All of these
- (9) Credits transferable by original beneficiary in favor of secondary beneficiary are known as
- 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 international operational strategy
- a) Global
 - b) International
 - c) Multi-domestic
 - d) Transnational
- (14) The inability of nation to produce a product more efficiently than other nations, but its ability to produce more efficiently than it does in any other goods is
- 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 development institutions namely
- a) IBRD & IFC
 - b) IFC & IDA
 - c) IBRD & IDA
 - d) IFC & MIGL
- (16) Which institution is known as the 'soft loan window' of world bank
- a) IMF
 - b) IFC
 - c) IDA
 - d) None of these
- (17) EPCG denotes

- a) Cultural values
c) Technology
- b) Society
d) Economy
- (29) Subsidiaries consider regional environment for policy / Strategy formulation is known as
- a) Polycentric Approach
c) Ethnocentric Approach
- b) Regiocentric 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
c) Ensure that rules are transparent and predictable
- b) To ensure that individuals, companies, and governments know what trade rules are around the world
d) All of these.
- (31) Which is the right sequence of a stages of Internationalization
- a) Domestic, Transnational, Global, International, Multinational
c) Domestic, Multinational, International, Transnational, Global
- b) Domestic, International, Multinational, Global, Transnational
d) Domestic, International, Transnational, Multinational, Global
- (32) WTO has a permanent secretariat based out of
- a) Geneva and is headed by a General
c) London and is headed by Director General
- b) London and is headed by a Director
d) Geneva and is headed by Director General
- (33) IBRD (International Bank for Reconstruction and Development) also known as
- a) EXIM Bank
c) IMF
- b) World Bank
d) International Financial Bank
- (34) Which of these is/are the characteristic of a licensing agreement
- a) The licensor might provide access to some of its patents or trademarks
c) It might be used to avoid the risks of foreign involvement
- b) The licensor might provide access to technology
d) All of these
- (35) Typically the last step in the internationalization process is:
- a) Licensing
c) Wholly owned subsidiaries
- b) Exporting
d) Foreign Direct Investment
- (36) The country that attract the largest FDI inflow is
- a) USA
c) China
- b) India
d) Brazil
- (37) The world trade organization was formed in the year _____ with GATT as its basis.
- a) 1992
c) 1995
- b) 1993
d) 1994
- (38) India is an
- a) Emerging economy
c) Less developed economy
- b) Developed economy
d) None of these
- (39) General Agreement on Trade in Services will not be applicable to
- a) Services supplied from one country to another – cross border supply
- 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 settlement is
 a) 45 days b) 60 days
 c) 6 months d) 3 weeks
- (41) The Theory of Relative Factor Endowments is given by
 a) Ohilin-Heckscher 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 multinational corporations
 a) At least one -third directors are foreign nationals 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 Agriculture (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
 c) Are used to impose selective coersive measures to restrict trade with a country. 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

