

**MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
INTERNATIONAL MARKETING
MBA - 304A**

**SET
D**

[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

[PART-A: Objective]

Time: 30 min.

Marks: 20

Choose the correct answer from the following:

1×20=20

- Ethnocentric orientation is also known as
 - Home country approach
 - Host country approach
 - Global approach
 - None of the above
- Brexit referendum is an example of which of the following environment in International Marketing
 - Political
 - Economic
 - Environmental
 - Technological
- Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service?
 - Brand
 - Label
 - Packaging
 - Product
- Trade barriers are _____ for international trade
 - beneficial
 - supportive
 - promising
 - harmful
- All of the following are actual modes of market-entry EXCEPT:
 - Licensing
 - Franchising
 - Standardization
 - Exporting
- Cost plus pricing is also known as _____
 - Mark Up Pricing
 - Value based Pricing
 - Prestige Pricing
 - None of the Above
- Product position help firms to create certain _____ of the product in the mind of customers
 - Perception
 - Attitude
 - Size
 - Image
- Which of the following would you consider to be a socio-cultural influence on international marketing?
 - Language
 - Social Organization
 - Religion
 - All of the Above

9. Standardization does not recognize _____ in the market?
 - a. Similarity
 - b. Both A and B
 - c. Difference
 - d. None of the above
10. The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refers to which one of the following characteristic?
 - a. Personal
 - b. Psychological
 - c. Demographic
 - d. Behavioral
11. Adaptation enables a firm to create products and services
 - a. Think Globally Act Globally
 - b. Think Globally Act Locally
 - c. Think Locally Act Locally
 - d. None of the Above
12. _____ is a partnership of two or more companies that join forces to create a separate legal entity.
 - a. International Joint Ventures
 - b. International Consortia
 - c. Mergers and Acquisitions
 - d. Co-Branding
13. In "Product Life Cycle" a stage represents rapid increase of product sale known as _____
 - a. Growth State
 - b. Decline
 - c. Introduction
 - d. Maturity
14. When competitive strength of the firm as well as country attractiveness is high, which of the following option can a firm choose to follow:
 - a. Invest and Grow
 - b. Divest
 - c. Both Invest and Divest
 - d. None of the above
15. Penetration pricing is best for a firm to follow under the following conditions:
 - a. Doing a mass marketing
 - b. Competition is intense
 - c. Price Sensitive Customers
 - d. All of the Above
16. Horizontal integration strategy may be defined by one of the following
 - a. Integration with a supplier
 - b. Merging with similar firm who is a competitor
 - c. Acquiring a smaller firm
 - d. None of the Above
17. Tube of toothpaste is an example of
 - a. Packaging
 - b. Pricing
 - c. Pricing
 - d. None of the Above
18. Persistent dumping is done when domestic demand is _____ than the foreign demand
 - a. Less
 - b. High
 - c. Very High
 - d. None of the Above
19. Usage status, brand loyalty levels, benefits sought, frequency of purchasing, willingness to buy, and season influence is
 - a. Demographic Segmentation
 - b. Geographic Segmentation
 - c. Psychographic Segmentation
 - d. Behavioral Segmentation

20. Piggybacking is a foreign market entry strategy where
- a. Two non-competitors cross sell products
 - b. Two competitors Company cross sell products
 - c. Both A & B
 - d. None of the Above

(PART-B : Descriptive)

Time : 2 hrs. 30 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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| 1. Define International Marketing. Differentiate between Domestic, International and Global Marketing. | 3+7=10 |
| 2. What is Segmentation, Targeting and Positioning? Explain some of the basis of segmenting an international market. | 4+6=10 |
| 3. What do you understand by Adaptation and Standardization Strategy? Discuss the modes of entry into a foreign market. | 4+6=10 |
| 4. Define packaging, branding and labeling. Why is packaging important for firms? What is primary and secondary packaging? | 2+2+2+2=10 |
| 5. Explain EPRG Framework. | 10 |
| 6. Discuss Free Trade ^{Area} Agreement , ^{Custom} Customer Union, Free Market and Economic Union. | 10 |
| 7. Define integration strategies. What is differentiated, undifferentiated and concentrated market strategy? | 4+ 2+2+2 =10 |
| 8. Explain the importance of International Marketing Research. | 10 |

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