

MASTER OF COMMERCE  
FOURTH SEMESTER  
INTERNATIONAL MARKETING  
MCM – 404B

**SET  
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. \_\_\_\_\_ activities require a substantial focus on international consumers in a particular country or countries.  
a. International Marketing  
b. Domestic Marketing  
c. Multinational Marketing  
d. None of the above
2. The international marketing environment is/are affected by \_\_\_\_ factor/s  
a. Economic  
b. Political  
c. Social  
d. All of the above
3. \_\_\_\_\_ refers to the process of selling products below cost to get rid of excess inventory or to undermine competition.  
a. Dumping  
b. Cheap pricing  
c. Countertrade  
d. None of the above
4. In \_\_\_\_\_ business, decisions regarding production and distribution of goods are taken by the Government authority.  
a. Market based economy  
b. Controlly Planned Economy  
c. Mixed Economy  
d. None of the above
5. \_\_\_\_\_ accounts are an accounting record of all monetary transactions between a country and rest of the world.  
a. Balance of Payments  
b. Balance of Trade  
c. Capital Account  
d. None of the above
6. A \_\_\_\_\_ market refers to the import and sale of goods by unauthorized dealers.  
a. Export  
b. Countertrade  
c. Gray  
d. None of the above
7. Culture is \_\_\_\_\_ in nature.  
a. Dynamic  
b. Cumulative  
c. Adaptive  
d. All of the above
8. The \_\_\_\_\_ law is influenced by Roman law.  
a. Code  
b. Common  
c. Islamic  
d. None of the above
9. The complete assortment of products that a company offers to its target international consumers is known as \_\_\_\_\_.  
a. Branding  
b. Product line  
c. Product mix  
d. None of the above

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10. \_\_\_\_\_ refers of the product entering into consumer's mind.
    - a. Targeting
    - b. Positioning
    - c. Branding
    - d. None of the above
  11. Balance of Payment includes \_\_\_\_\_ transactions.
    - a. Visible
    - b. Invisible
    - c. Both a and b
    - d. None of the above
  12. An \_\_\_\_\_ pricing refers to a business deal in which buyers and sellers act independently without one party influencing the other.
    - a. Armlength
    - b. Transfer
    - c. Dumping
    - d. None of the above
  13. \_\_\_\_\_ channels are the link between producer's and customers.
    - a. Marketing
    - b. Logistics
    - c. Distribution
    - d. None of the above
  14. All the brands the company offers in the same product category is known as \_\_\_\_\_.
    - a. Product line
    - b. Product mix
    - c. Product width
    - d. None of the above
  15. The extent to which media are available to communicate with target consumers is known as \_\_\_\_\_.
    - a. Media infrastructure
    - b. Media availability
    - c. Media reliability
    - d. None of the above
  16. \_\_\_\_\_ exporting refers to sale in the foreign market by the manufacturer/producer himself \_\_\_\_\_.
    - a. Direct
    - b. Indirect
    - c. Both a and b
    - d. None of the above
  17. \_\_\_\_\_ is an arrangement with another company, which sells in the same customer-segment, to take on the new product as if it were the manufacturer.
    - a. Export broker
    - b. Export merchants
    - c. Piggybacking
    - d. None of the above
  18. \_\_\_\_\_ involves buying a party's position in a countertrade in exchange for hard currency and selling it to another customer.
    - a. Barter
    - b. Compensation
    - c. Switch trading
    - d. None of the above
  19. Code law is also known as \_\_\_\_\_.
    - a. Common Law
    - b. Civil Law
    - c. Islamic Law
    - d. None of the above
  20. Channels of distribution consist/s of \_\_\_\_\_.
    - a. Merchants
    - b. Agents
    - c. Both a and b
    - d. None of the above

**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Explain the entry mode of firms in international market. 10
2. a) What is meant by International Marketing? 3+7=10  
b) Mention in brief about international market segmentation.
3. Discuss about dumping and Arm's Length Pricing. 5+5=10
4. a) What is meant by product adoption? 2+8=10  
b) Explain in brief about international product life cycle.
5. Mention the characteristics and elements of culture. 3+7=10
6. Elaborate about market based economy and mixed economy. 5+5=10
7. Write short notes on any two of the following: 5+5=10
  - a) Intellectual Property Rights
  - b) Counter trade
  - c) Transfer Pricing
  - d) Gray Market
8. a) What is meant by positioning? 2+8=10  
b) Elaborate about international distribution channel system.

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