

Date
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Paper / Subject Code: 86009 / Marketing: International Marketing
TYBME Sem-VI Rev 16 Examinator Sept/Oct - 2024
Sub E - International Marketing.

Duration - 2 ½ Hours

Total Marks - 75

Note : 1. Attempt all questions with internal choice.
2. Figures to the right indicate full marks.

Q 1 A. Fill in the blanks with the appropriate answer from the alternatives given. (any Eight) (8)

1. _____ refers to a uniform representation of all aspect of product.
(a. Product adaptation b. Product Standardisation
c. Product Expansion d. Product confirmation)
2. Dumping is an _____ trade practice and creates adverse effects on importing country.
(a. fair b. basic c. legal d. unfair)
3. International marketing is dominated by _____ countries.
(a. poor b. developing c. developed d. rich)
4. Trade barriers are _____ to the growth of international trade.
(a. harmful b. useful c. supportive d. beneficial)
5. Health and safety warnings are included in _____.
(a. packaging b. branding c. labeling d. product)
6. Break Even Pricing means _____.
(a. only profits b. no profit no loss c. only loss d. marginal loss)
7. _____ is imposed according to value.
(a. Sliding scale duty b. Ad Valorem duty c. Countervailing duty d. Compound duty)
8. Line Pruning is also called as _____.
(a. product line contraction b. product line expansion c. product line deepening d. product line stretching)
9. Trading blocs give benefits to _____ countries.
(a. member b. non member c. rich d. poor)
10. International marketing ensures _____ utilization of resources.
(a. minimum b. maximum c. normal d. equal)

Q 1 B. State whether the following statements are true or false. (Attempt any Eight) (7)

1. Quota system is a type of tariff barrier.
2. India is a member country of EU trading bloc.
3. Penetration Pricing means strategy of charging high price.
4. Mass Marketing strategy is also known as undifferentiated marketing.
5. MIS is a modern control technique.
6. Protection is secondary function of packaging.
7. Religion is an element of political environment.
8. Non tariff barriers are put on imports in the form of duties and taxes
9. Brand image means giving name , sign , symbol to a product for its identity
10. Positioning means an image projected for the product.

- Q 2. a. State and explain the features of international marketing. (8)
b. Distinguish between national and international marketing. (7)
- OR
- Q 2. p. Narrate the importance of international marketing. (8)
q. Discuss the objectives of trade barriers. (7)
- Q 3. a. Discuss the purpose of marketing research. (8)
b. Write a note on IMF. (7)
- OR
- Q 3. p. What are the various elements of culture in international marketing? (8)
q. Discuss how product standardisation is different from product adaptation. (7)
- Q 4. a. Discuss the function of packaging in international marketing. (8)
b. Highlight the basis of market segmentation. (7)
- OR
- Q 4. p. Explain the factors influencing selection of international distribution channel. (8)
q. Bring out various international promotional tools. (7)
- Q 5. List down and explain the advantages and disadvantages of global service marketing. (15)
- OR
- Q 5. Write short note on : - (Attempt any Three) (15)
- a. Types of Non-Tariff Barriers
 - b. Counter Trade
 - c. Methods to Enter International Market
 - d. International Product Life Cycle
 - e. SAARC
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