

Time: 2½ Hours

Total Marks: 75

N. B. 1. All Questions are Compulsory.

2. Figures to the right indicate full Marks.

Q.1 A Fill in the blanks with suitable options: (any eight)

08

- 1 International Marketing is dominated by _____ countries. (poor / developing / developed / rich)
- 2 Trading blocs give benefits to _____ countries. (member / non-member / rich / poor)
- 3 Quota system is a type of _____ barrier. (tariff / non-tariff / revenue / non-revenue)
- 4 Franchising is a form of _____. (exporting / licensing / merger / strategic alliance)
- 5 International economic institutions mainly provide _____ to poor and developing countries. (financial assistance / consultancy services / legal assistance / flexibility)
- 6 International marketing environment is _____ in character. (stable / static / flexible / fluid and flexible)
- 7 _____ is the most important determinant of price of goods. (packaging / eco – labelling / cost / product standardisation)
- 8 _____ acts as a silent salesman. (packaging / eco – labelling / cost / product standardisation)
- 9 Service Culture is _____. (culture of the organisation / PEST / business level strategy / environmental analysis)
- 10 _____ is comparing one's business processes and performance metrics to industry's best practices from other companies. (knowledge / benchmarking / service culture / outsourcing)

B State whether the following statements are True or False (any seven)

07

- 1 Trading blocs in international trade means agreement between groups of countries in geographic region.
- 2 Government policies and regulations may not motivate internationalisation.
- 3 Ethnocentric refers to host country orientation.
- 4 Cultural differences is one of the most difficult problems in international marketing.
- 5 Collectivism – Individualism refers to how personal needs and goals are prioritised v/s the need and goals of the group.

- 6 Advertising is one of the most important tool of international promotion.
7 Trading between nations is called counter trade.
8 Psychographic segmentation based on the different personality traits.
9 Local advantages is one of the need for international business strategies.
10 The international marketing plan should be designed after analysing the environment in which the organisation exists.
- Q.2** A Define International Marketing. What are some of the challenges faced in International Marketing? **08**
B What are the pros and cons of globalisation? **07**
OR
C Explain the stages of Internationalisation. **08**
D What are the different types of Tariff barriers? **07**
- Q.3** A With the help of a diagram, explain the HOFSTEDE's 6 dimensions of culture. (Diagram Compulsory) **15**
OR
B What are the factors of Economic Environment to be considered by an international marketer? **08**
C What are some of the steps in International marketing research? **07**
- Q.4** A Explain with the help of a diagram the Product Line Stretching Decisions. **08**
B Explain the International Product Life Cycle. **07**
OR
C What are some of the branding decisions to be taken to compete in the International markets? **08**
D Explain some of the International Promotional Tools. **07**
- Q.5** A Explain with the help of a diagram the worldwide functional structure. **08**
B Explain the Traditional techniques of control. **07**
OR
C **Write Short Notes (Any Three)** **15**
1 OPEC
2 SAARC
3 Licensing
4 Anti - Dumping
5 Grey Market