

VPM'S R.Z.SHAH COLLEGE OF ARTS SCIENCE AND COMMERCE

Class: TYBMS

Practice Question Paper

Subject : INTERNATIONAL MARKETING

Sem: VI

Regular

Marks : 100

Question Bank of 50 Questions: (2 marks each)

| Q.No. | Answer the following | Marks |
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| 1 | _____ marketing is dominated by developed countries. a) national b) international c) cross national d) multinational | 02 |
| 2 | The import duties is a type of _____ barrier. a) tariff b) non-tariff c) revenue d) non-revenue | 02 |
| 3 | _____ is an oil producing organisation. a) NAFTA b) SAFTA c) OPEC d) SAARC | 02 |
| 4 | Trading Blocs are _____ barriers of trade. a) Tariff b) non-tariff c) political d) social | 02 |
| 5 | _____ is basically a customs and economic union a) EU b) SAARC c) NAFTA d) SAFTA | 02 |
| 6 | Mergers can lead to _____ for consumers. a) no choice b) less choice c) no choices d) average choice | 02 |
| 7 | _____ are artificial restrictions on the free movement of the goods among the countries in the world. a) trade barriers b) quotas c) regulations d) duties | 02 |
| 8 | In merger two companies come together and _____ survives. a) only one b) both c) new company formed d) all of the above | 02 |
| 9 | _____ means exporting products by manufacturer itself a) Direct Exporting b) indirect exporting c) franchising d) canalising | 02 |
| 10 | Merger is _____ expansion of the firm. a) horizontal b) vertical c) modern d) traditional | 02 |
| 11 | International marketing is very _____. a) effective b) competitive c) efficient d) simple | 02 |
| 12 | International marketing is conducted in large quantities and is _____. a) highly b) moderate c) low d) not | 02 |

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| 13 | Turnkey projects take place between _____ advanced countries and industrially backward countries. a)politically b)socially c) technically d)economically | 02 |
| 14 | India is a major beneficiary of _____ loans. a)swiss bank b)American bank c) world bank d)Australian bank | 02 |
| 15 | Economic integration means grouping of countries for _____ benefits. a)individual b)strategic c)partial d) mutual | 02 |
| 16 | _____ pricing indicates product benefits. a)target b) value c) value d)discount | 02 |
| 17 | Political and _____ environment are closely related. a)technical b) legal c)financial d)natural | 02 |
| 18 | Strategic control includes _____ aspects. a) Audit b) evaluation c)functional d) none of the above | 02 |
| 19 | IBRD has _____ organisation structure. a)one tier b)two tier c) three tier d)centralised | 02 |
| 20 | Democratic multi party system may lead to political _____. a)growth b)maturity c)stability d) instability | 02 |
| 21 | International market research process starts with determining _____. a)area of research b)data collection c) research objective d)research findings | 02 |
| 22 | The entire concept of international marketing research has now changed due to application of _____. a) information technology b)outdated technology c)strategic technology d)robotic technology | 02 |
| 23 | _____ environment related to laws which governs business activities a) legal b)political c)technical d)demographical | |
| 24 | Democracy is regarded as the best _____ system. a)economic b) political c)technical d)managerial | 02 |
| 25 | _____ research is natural means for collecting consumer information quickly and cost-effectively. a)physical b)laboratory c)observational d) web-based | 02 |
| 26 | Dumping is a _____ practice for entry in foreign markets. a)fair b)theocratic c) common d)criminal | 02 |
| 27 | _____ is a trade of commodity through unauthorised distribution channels. a) grey market b)blue market c)red market d)green market | 02 |

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| 28 | Intermittent dumping is also called as _____ dumping. a) <i>sporadic</i> b)persistent c)predatory d)common | 02 |
| 29 | Global marketing involves use of _____ technology. a)old b)simple c)cheap d) <i>advanced</i> | 02 |
| 30 | Packaging requires both _____ and mandatory changes. a) compulsory b) regulatory c) <i>discretionary</i> d) judiciary | 02 |
| 31 | In maturity stage of products life cycle manufacturer tries to _____ the market share which he has built up. a) improve b) <i>maintain</i> c) reduce d) transfer | 02 |
| 32 | Market segmentation is better than market_____ a) Targeting b)positioning c) <i>aggregation</i> d)aggression | 02 |
| 33 | _____has the advantage of modifying it for each local market. a) <i>branding</i> b)packaging c)labelling d) upgrading | 02 |
| 34 | Variable cost is a part of _____cost pricing. a)fixed b)prime c)nominal d) <i>marginal</i> | 02 |
| 35 | _____ strategy can cater to a large number of customers. a) Undifferentiated market b) <i>multi-segment</i> c)micro marketing d)mini marketing | 02 |
| 36 | Product life cycle is an _____ factor influencing pricing. a) <i>internal</i> b)external c)insider d)ordinary | 02 |
| 37 | Promotional expenditure is limited in _____ pricing. a)skimming b) <i>penetration</i> c)differential d)probe | 02 |
| 38 | Product packaging should be _____ enough to protect the product. a)weak b)cheap c) <i>strong</i> d)expensive | 02 |
| 39 | International marketing plans must address payment and _____. a)credit b) <i>paperwork</i> c)lien d)none of these | 02 |
| 40 | Situation analysis is the _____ to prepare an international marketing plan. a) <i>start</i> b)finale c)documentation d)end | 02 |
| 41 | Management audit evaluates and measures system of _____. a)profits b) <i>control</i> c)progress d)loss | 02 |
| 42 | Firms desiring to cut down financial loss opt for _____ exporting. a)canalising b) <i>direct</i> c)indirect d)franchise | 02 |
| 43 | International strategies begin with analysing the market and end with assessment of _____. a) environment b) <i>competition</i> c) profits d) loss | 02 |

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| 44 | _____ strategy wants the parent company to develop products. a) global b) transnational c) multidomestic d) multicultural | |
| 45 | Service recovery management refers to taking action when service is delivered by organisation is _____. a)perfect b)acceptable c)praised d) wrong | 02 |
| 46 | _____ are delivered through interactive channels. a) goods b) services c) ideas d) currency | 02 |
| 47 | Service sector acts as _____ of growth. a) barometer b) engine c) basis d) none of these | 02 |
| 48 | Voice of _____ refers to response in the form of comments, compliments and complaints. a)seller b)producer c)government d) customer | 02 |
| 49 | The unique_____ cannot be copied by other organisations. a)objectives b) competencies c)goals d)strategies | 02 |
| 50 | _____ refers to unfavourable conditions that exists in the environment of the business. a)strength b)weakness c) threats d)opportunities | 02 |