

**SVKM's NMIMS University
School of Distance Learning**

International Marketing

Marks: 100

**Date: 18.12.2007
Time: 3.00 to 6.00**

INSTRUCTIONS:

1. Question 1 is compulsory. Attempt any 4 questions out of the remaining 8.
2. All questions carry equal marks.
3. Keep answers precise and short.
4. Drawing diagrams can illustrate your answer better than plain words.
5. Underline important words.

1. Choose the right answer (Attempt any 5 out of 7).

- 1) Which parameter helps us to determine if a country is net importer or net exporter?
 - A. Exchange Rate
 - B. Balance of Payment
 - C. Purchase Power Parity
 - D. None of the above
- 2) Which nation is the leading global exporter?
 - A. Japan
 - B. North America
 - C. Ireland
 - D. Germany
- 3) Which of the following orientation is truly global in nature?
 - A. Regiocentric
 - B. Geocentric
 - C. Polycentric
 - D. Ethnocentric
- 4) Which of the following is NOT in EXIM bank of India's purview?
 - A. Financing foreign trade in India

- B. Controlling foreign trade in India
 - C. Facilitating foreign trade in India
 - D. Promoting foreign trade in India
- 5) Classify subsidies in one of the following categories
- A. Tariff Barrier
 - B. Non-Tariff Barrier
 - C. Tariff & Non-Tariff Barrier
 - D. None of the above
- 6) Which sector contributes maximum to the world-wide advertising spends?
- A. Jewellery
 - B. Entertainment
 - C. Automotive
 - D. Pharmaceuticals
- 7) Finland is well known for...
- A. Wool
 - B. BPO
 - C. Mobile phones
 - D. Automobiles

2. Why companies do International Marketing? Write top 5 reasons with examples.
3. What are the controllable and uncontrollable forces in an International Marketing Task?
4. What are the factors influencing market selection? Illustrate each factor with an example.
5. A) What are the three basic types of sampling normally used in Market Research? Explain each with an example.
B) What are the most commonly used interviewing techniques used in market research?
6. Describe the various International Product policies with examples.
7. Explain (a) Price skimming (b) Price penetration (c) Price market holding (d) cost plus pricing (e) Competitive pricing (f) Market pricing.
8. Explain the evolution of Indian Foreign Trade with key phases or events.
9. Explain any 3 in detail: (a) Bill of Exchange (b) Letter of Credit (c) Bill of lading (d) certificate of origin.

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