

- Q.22 List the drivers of globalization.  
 Q.23 Explain the concept of SWOT analysis.  
 Q.24 What are tariff barriers? Explain in detail.  
 Q.25 Narrate the functions of the World Trade Organization. (WTO)  
 Q.26 Briefly explain one entry strategy in international marketing.  
 Q.27 Discuss e-marketing in detail.  
 Q.28 Narrate the features of e-marketing?  
 Q.29 What is the importance of e-marketing?  
 Q.30 Discuss e-customers in detail.  
 Q.31 Explain different aspects of e-customers.  
 Q.32 Describe the types of electronic payment system.  
 Q.33 What is the significance of researching customers in e-marketing?  
 Q.34 Describe digital cash in detail.  
 Q.35 Explain the advantages of digital cash.

#### **Section-D**

- Note:** Long answer type questions. Attempt any two questions out of three Questions. (2x10=20)
- Q.36 Describe the major components of the business environment and how they impact international marketing strategies.  
 Q.37 Discuss the objectives and approaches of market entry strategies in detail.  
 Q.38 Explain the concept of e-marketing and its importance in the global marketplace, discussing various e-marketing strategies.

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**5th Sem., Branch : DBM, DBM (IPM)**  
**Subject : International Marketing & E-Marketing**

Time : 3 Hrs. M.M. : 100

#### **SECTION-A**

**Note: Multiple choice Questions. All Questions are compulsory. (10x1=10)**

- Q.1 What does international marketing primarily involve?  
 a) Selling products only within domestic markets  
 b) Marketing products in multiple countries  
 c) Marketing products exclusively in one foreign country  
 d) Exporting products to various countries
- Q.2 Which of the following is NOT a driver of globalization?  
 a) Technological advancements  
 b) Cultural diversity  
 c) Trade liberalization  
 d) Market integration
- Q.3 What does SWOT analysis stand for?  
 a) Strengths, Weaknesses, Opportunities, Threats  
 b) Strategies, Weaknesses, Opportunities, Tactics  
 c) Strengths, Workforce, Opportunities, Threats  
 d) Strategies, Workforce, Opportunities, Tactics

- Q.4 Which organization governs international trade rules and agreements?
- International Monetary Fund (IMF)
  - United Nations (UN)
  - World Trade Organization (WTO)
  - World Bank
- Q.5 What are tariff and non tariff barriers examples of?
- Economic integration
  - Export incentives
  - Trade facilitation
  - Trade barriers
- Q.6 Which entry strategy involves partnering with a local firm in the target market?
- Exporting
  - Licensing
  - Franchising
  - Joint venture
- Q.7 What is the primary objective of e-marketing?
- Increasing brand awareness
  - Expanding market reach
  - Enhancing customer engagement
  - Maximizing online sales
- Q.8 What is one of the key features of e-marketing?
- Limited global reach
  - High cost of implementation
  - Instantaneous communication
  - Limited customer interaction
- Q.9 What is one of the main advantages of electronic payment systems?
- Limited security
  - Lack of flexibility
  - Ease of use
  - High transaction costs

Q.10 What aspect of e-customers focuses on understanding consumer behaviour online?

- Access
- Relationships
- E-Worries
- Researching customers

### Section-B

**Note:** Objective type questions. All questions are compulsory.  $(10 \times 1 = 10)$

- Q.11 International marketing involves marketing products only within domestic markets. (True/False)
- Q.12 In SWOT analysis S stands for Strength. (True/False)
- Q.13 The World Trade Organization (WTO) primarily focuses on regulating global financial markets. (True/False)
- Q.14 Tariff barriers refer to restrictions on the quantity of goods that can be imported. (True/False)
- Q.15 Franchising is a form of market entry strategy that involves direct investment in a foreign country. (True/False)
- Q.16 E-Marketing primarily focuses on maximizing offline sales channels. (True/False)
- Q.17 Digital cash provides anonymity in online transactions. (True/False)
- Q.18 Building long-term customer relationships is not a significant aspect of e-marketing. (True/False)
- Q.19 Researching customers in e-marketing involves analysing competitors' strategies. (True/False)
- Q.20 Cryptocurrency is an example of an electronic payment system. (True/False)

### Section-C

**Note:** Short answer type Questions. Attempt any twelve questions out of fifteen Questions.  $(12 \times 5 = 60)$

- Q.21 Discuss international marketing in detail.