

- Q.22 What do you mean by a nature of international marketing? Explain in detail.
- Q.23 What do you mean by international marketing management process? Explain.
- Q.24 Write a descriptive note on global firms.
- Q.25 What are different components of business environment? Discuss.
- Q.26 Explain in detail various non tariff barriers encountered in international market.
- Q.27 Explain the environment that makes a country attractive to the foreign company to enter that market.
- Q.28 Write a detailed note World Trade Organisation.
- Q.29 Discuss in brief various approaches to enter a market.
- Q.30 Write a descriptive note on influence of political environment of a country, on marketing.
- Q.31 What do you understand by the influence of economic conditions of a country, on market entry strategies? Explain.
- Q.32 Write a detailed note on features of e-marketing.
- Q.33 Write a detailed note on e-marketing strategies.
- Q.34 Explain the objectives of e-marketing.
- Q.35 Give an overview of Electronic Payment system.

#### SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 What do you mean by globalisation? Explain in detail the major drivers of globalisation.
- Q.37 What do you understand by e-marketing? Explain in detail the objectives of e-marketing.
- Q.38 Discuss digital cash. Write a detailed note on-line credit system.

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#### 5th Sem. / DBM, DBM (IPM)

#### Subject:- International Marketing and E-marketing

Time : 3Hrs.

M.M. : 100

#### SECTION-A

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

- Q.1 Which is not a part of counter trade?  
a) Counter purchase b) Offset  
c) Anti-dumping trade d) Compensation trade
- Q.2 Which of the following consists of sources of data and procedures of obtaining data?  
a) International marketing data services  
b) International marketing information system  
c) International marketing intelligence system  
d) International marketing artificial intelligence
- Q.3 Large type of exporter will choose \_\_\_\_\_ type of distribution channel.  
a) Exclusive b) Inclusive  
c) Indirect d) Direct
- Q.4 The term green marketing in international marketing is related to.  
a) Influence of green colour on marketing decisions  
b) Environmental concerns and protection  
c) Marketing of natural farming  
d) Green house effect
- Q.5 \_\_\_\_\_ is the performance of business activities that direct the flow of a company's goods and services to consumers or users in more than one nation for a profit.  
a) Intra-national marketing

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- b) International marketing
  - c) Multinational marketing
  - d) Universal marketing
- Q.6 The most generic name to describe corporations operating around the world is
- a) TNC
  - b) MNE
  - c) MNC
  - d) None of the above
- Q.7 It is a market model in which trade of goods and services between or within countries flow unhindered by government-imposed restrictions.
- a) Quota
  - b) Free trade
  - c) Trade barriers
  - d) All of the above
- Q.8 Which of the following is not a primary goal of e-marketing?
- a) Minimizing short term profits
  - b) Building brand awareness
  - c) Enhancing customer engagement
  - d) Expanding the online customer base
- Q.9 What does SEO and stand for in the context of E-marketing?
- a) Social Engagement Optimization
  - b) Search Engine Optimization
  - c) Sales and Earnings Outreach
  - d) Site Enhancement Operation
- Q.10 The acronym EPS stands for
- a) Always Pay Safe
  - b) Anywhere Payment System
  - c) Electronic Payment System
  - d) None of the above

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## SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Under Shower model the strategy is to simultaneously introduce the newly developed product in all kinds of global markets. True/False
- Q.12 Countertrade refers to the selling of the products below the cost of production or at below the ongoing price in the market. True/False
- Q.13 The development of MNC has gone a long way to reducing the element of "foreignness".
- Q.14 According to the trickle-down model, the invented products are first introduced in high income countries then shifted to upper-middle-income countries and finally are shifted to low-income. True/False
- Q.15 Quota is a tax on goods upon importation. True/False
- Q.16 International marketing is not a revolutionary shift, it is an evolutionary process.' True/False
- Q.17 Marketing information system is the systematic design, collection ,analysis and reporting of data and finding relevant to a specific marketing situation facing the company. True/False
- Q.18 E-marketing primarily involves offline advertising and promotional efforts. True/False
- Q.19 In e-marketing, customer segmentation is not important for targeting specific audiences. True/False
- Q.20 E-marketing campaigns are not influenced by customer behaviour and preference. True/False

## SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 Discuss the importance of e-marketing in the context of international expansion.

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