

- Q.22 What do you understand by tariff barriers?
- Q.23 What are trade barriers? Discuss some.
- Q.24 Explain some tariff and non-tariff barriers in detail.
- Q.25 Discuss the Pros and Cons of MNCs.
- Q.26 Discuss the factors affecting international trade.
- Q.27 Discuss the organization of WTO.
- Q.28 Differentiate between customer and e-customer.
- Q.29 Write a short note on SWOT analysis.
- Q.30 Describe the significance of globalization.
- Q.31 Count the Demerits of E-marketing.
- Q.32 Discuss the characteristics of E-customers.
- Q.33 Mention the advantages of E-marketing.
- Q.34 Count the objectives of Trade barriers.
- Q.35 Discuss main functions of international marketing.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 Define international marketing. Discuss nature and scope of international marketing in present scenario.
- Q.37 Suggest some good entry strategies to a domestic firm to be an international firm.
- Q.38 Define E-marketing. Explain its main features in detail.

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5th Sem / Branch : DBM, DBM (IPM)

Subject:- International Marketing & e-marketing

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Define global market.
- Where goods from different countries are available for buying and selling
 - Where goods from only one country is available for buying and selling
 - Both Statements are right
 - Both statements are wrong
- Q.2 What do you understand by E-payment?
- Payment by Credit Card
 - Digital Wallet Transfer
 - Bank Transfer
 - All of these
- Q.3 What do you mean by tariff barrier?
- Barrier imposed by Rules
 - Barrier imposed by taxes
 - Both
 - None

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- Q.4 What do you mean by Rate of Exchange?
- Rate at which interest is charged on dues
 - Rate at which one currency is exchanged with other
 - Both statements are right
 - Both Statements are wrong
- Q.5 What is Export
- Buying goods from other country for consumption
 - Sending goods to sell in other country
 - Both statements are right
 - Both Statements are wrong
- Q.6 Elaborate WTO.
- White Trade Organization
 - World Time Organization
 - World Trade Organization
 - None of these
- Q.7 What is Tariff?
- Tax Berries
 - Law Barriers
 - Fixed Barriers
 - None of these
- Q.8 What do you mean by Acquisition?
- One company buys stocks and assets of another to take over the business
 - One company joints stocks to another company by mutual understanding
 - Both Statements are right
 - Both statements are wrong
- Q.9 MNCs Functions in _____
- Only in Parent Country
 - Only in Host Countries
 - Both
 - None

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- Q.10 What is import?
- Buying goods from other country for final consumption
 - Sending goods to sell in other country
 - Both Statements are right
 - Both Statements are wrong

SECTION-B

Note: Objective type questions. All questions are compulsory.
(10x1=10)

- Q.11 E-payment based on _____ (off line banking/online banking)
- Q.12 LPG stands for Liberalization, Privatization and _____ (Glorification/Globalization)
- Q.13 Expand MNC _____.
- Q.14 Import and export are not essential activity in international marketing. (T/F)
- Q.15 Multi-lingual communication is a feature of international marketing. (T/F)
- Q.16 Promotion is not a part of international marketing mix. (T/F)
- Q.17 E-payment works offline without internet. (T/F)
- Q.18 Non-tariff stands for imposition of Taxes. (T/F)
- Q.19 E-customer access traditionally. (T/F)
- Q.20 International marketing focuses in domestic market only. (T/F)

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Write the name of five top MNCs of the world.

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