

- Q.25 Write steps involved in the process of Internationalization of a firm?
- Q.26 Describe the significance of international marketing.
- Q.27 Count the benefits of E-marketing.
- Q.28 Discuss the roles of an international marketer.
- Q.29 Mention the advantages of e-payments.
- Q.30 List the objectives of International marketing.
- Q.31 What is strategy? Explain entry strategy.
- Q.32 Discuss the factors affecting the entry strategy.
- Q.33 Explain the framework of E-marketing.
- Q.34 Discuss domestic marketing Vs international marketing.
- Q.35 Explain the international marketing management process.

SECTION-D

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

- Q.36 Discuss the all components of business environment in detail.
- Q.37 Mention entry strategy in the context of international marketing. Discuss various entry strategies.
- Q.38 Discuss pros & Cons of various drivers of globalization form current economic scenario of world market.

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5th Sem / Branch : DBM, DBM/IPM Sub.: International Marketing & E-Marketing

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 E-Marketing is made possible by _____
a) Internet b) Computer
c) I.T. d) All of these
- Q.2 Merger means
a) When two firm mutual decide to become one to compete better in market
b) When one firm buy the stakes of other firms.
c) When one firm sells its all assets to other
d) None of these
- Q.3 What do you understand by non-tariff barriers?
a) Barriers imposed by laws and rules
b) Barriers imposed by high taxes rates
c) Both A & B
d) None
- Q.4 This is not an entry strategy for international market
a) Merger b) Acquisition
c) Join Venture d) Promotion

- Q.5 Global Firm is
- Domestic Business operation
 - One nation wide business operation
 - Multination Business Operation
 - None of these
- Q.6 Globalization means
- One nation become world market
 - Whole world become one market
 - Both
 - None
- Q.7 Elaborate MNCs _____
- Mono National Companies
 - Minimum National Companies
 - Multinational Companies
 - All of these
- Q.8 Tariff also known as
- Subsidies
 - Grants
 - Tax
 - None of these
- Q.9 What do you understand by digital cash?
- Hard cash
 - Soft cash
 - e-Money
 - All of these
- Q.10 What do you mean by quota?
- Restriction on quantity
 - Restriction of quality
 - Restriction of features
 - All of these

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SECTION-B

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

- Q.11 'Tariff' barriers means for imposition of high Taxes. (True/False)
- Q.12 International marketing targets more than one country. (True/False)
- Q.13 Multicultural dimension is not a feature of international marketing. (True/False)
- Q.14 Expand SWOT _____
- Q.15 Product is not a part of international marketing mix. (True/False)
- Q.16 Expand WTO (True/False) _____.
- Q.17 E-Marketing works offline without internet (True/False)
- Q.18 E-marketing works traditionally. (True/False)
- Q.19 International marketing promotes customer centric culture. (True/False)
- Q.20 E-Marketing based on _____ (Internet/Intranet)

SECTION-C

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

- Q.21 Define business environment in short.
- Q.22 Write a short note on world market?
- Q.23 Discuss career options available in international marketing in short.
- Q.24 Explain import and Export in short.

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