

- Q.19 Mention one need of Electronic Payment system?
Q.20 Write one function of world Trade organization?

SECTION-C

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

- Q.21 Why we need World Trade Organization?
Q.22 Explain the approaches of Market entry?
Q.23 Explain the drivers of Globalization?
Q.24 Explain the importance of E-Marketing?
Q.25 Explain International Marketing Management Process?
Q.26 Explain E-Marketing objectives?
Q.27 Explain the Tariff Barriers?
Q.28 Explain electronic and digital cash?
Q.29 Explain exchange control?
Q.30 Explain nature and scope of International Market?
Q.31 Explain the SWOT analysis?
Q.32 Explain the relationships with E-customers?
Q.33 Which firms are considered as Global firms?
Q.34 What do you understand by Quota Embargo?
Q.35 Explain World Major Markets?

SECTION-D

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

- Q.36 What do you mean by International Marketing? Explain the International Marketing Process?
Q.37 What do you mean by E-Marketing? Explain the E-Marketing strategies?
Q.38 What do you mean by E-customers? Explain electronic payment technology?

No. of Printed Pages : 4

186756-M/126756-M

Roll No.

/106756-M/73441/31354-M

/106763-M

DBM

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 What is the meaning of Digital Marketing
a) To sell with calculator
b) Marketing through Internet and Telephone
c) Export finance
d) Marketing of digital equipment
- Q.2 Under _____, the strategy is to simultaneously introduce the newly developed product in all kinds of global markets.
a) Trickle down model
b) Shower model
c) Trickle shower model
d) Heckler model
- Q.3 _____ 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) Intranational Marketing
b) International Marketing
c) Multinational Marketing
d) Universal Marketing

(120)

(4) 186756-M/126756-M
/106756-M/73441/31354-M
/106763-M

(1) 186756-M/126756-M
/106756-M/73441/31354-M
/106763-M

- Q.4 The only difference in the definitions of domestic marketing and international marketing is that _____.
 a) the marketing activities take place in more than one country
 b) the marketing activities take place in one country only
 c) the marketing activities take place in host country only
 d) the marketing activities MUST take place in all countries
- Q.5 Which of the following is used to enter foreign market in context of Market Entry?
 a) Export
 b) Direct Investment
 c) Through Stock market
 d) Joint Venturing
- Q.6 EPRG stands for _____.
 a) Ethical, Political, Regional or Geographical orientation
 b) Ethnographic, Polygraphic, Regiographic or Geometric orientation
 c) Ethnocentric, Polycentric, Regiocentric or Geocentric orientation
 d) Ethical, Political, Regional or Geometrical orientation
- Q.7 _____ factors affect international marketing decisions.
 a) Political b) Economical
 c) Social d) All of the above

(2) 186756-M/126756-M
 /106756-M/73441/31354-M
 /106763-M

- Q.8 _____ refers to the selling of the products below the cost of production or at below the ongoing price in the market.
 a) Gate pricing b) Dumping
 c) Cheap pricing d) Countertrade
- Q.9 Extension of marketing activities across the globe is called as _____.
 a) International Business
 b) Universal Marketing
 c) International Marketing
 d) Borderless Marketing
- Q.10 An arrangement to pay for import of goods and services with something other than cash is known as _____.
 a) Countertrade b) Dumping
 c) Dropshipping d) Reversal buying

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Write any one characteristics of E-Marketing?
- Q.12 Write any one need of Entry Strategies?
- Q.13 Write any one importance of E-Marketing?
- Q.14 Write any one characteristics of International Marketing?
- Q.15 Give one difference of legal and political approach of Marketing?
- Q.16 Write any one approach of Market entry?
- Q.17 Write any one features of Entry strategies?
- Q.18 Write one difference between Tariff and Non-tariff Barriers?

(3) 186756-M/126756-M
 /106756-M/73441/31354-M
 /106763-M