

- Q.24 What do you understand by SWOT analysis ? Explain in brief.
- Q.25 What do you mean understand by tariff barrier? Explain in detail.
- Q.26 Write a descriptive note on quota.
- Q.27 What are different objectives of market entry? Discuss.
- Q.28 Write a descriptive note on influence of cultural environment of a country, on marketing.
- Q.29 Explain in detail the importance of e-marketing.
- Q.30 Explain in detail the objectives of e-marketing.
- Q.31 What do you understand by e-worries ? Explain in detail.
- Q.32 What do you understand by on- line credit system? Explain in detail.
- Q.33 Write a detailed on note digital cash.
- Q.34 What do you understand by electronic cash ? Explain in detail.
- Q.35 What do you understand by embargo? Explain in detail.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 What do you mean by business environment? Explain in detail the components of business environment.
- Q.37 Discuss e-marketing ? Write descriptive note on E-marketing strategies.
- Q.38 What do you understand by electronic payment system? Give an overview of electronic payment technology.

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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 According to the _____ the invented products are first introduced in high income countries then shifted to upper-middle-income countries and finally are shifted to low-income
- a) Trickle down model b) Shower model
c) Trickle shower model d) Heckler model
- 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 an integrated and comprehensive network of information relating to all areas of international business having a direct or indirect bearing on marketing.
- a) International marketing data service
b) International marketing information system
c) International marketing intelligence system
d) International marketing artificial intelligence.
- Q.4 A _____ is a tax on goods upon importation.
- a) Tariff b) Non - tariff
c) Legislation d) Quotas

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- Q.5 _____ 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.6 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
- Q.7 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.8 What does SEO stand for in the context of E-marketing.
- a) Social Engagement Optimization
b) Search Engine Optimization
c) Sales and earning Outreach
d) Site Enhancement Operation
- Q.9 The acronym EPS stands for.
- a) Always Pay Safe
b) Anywhere Payment system
c) Electronic Payment system
d) None of the above.
- Q.10 Which of the following is not a common entry mode for international markets.
- a) Exporting b) Licensing
c) Joint venture d) Monopoly

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SECTION-B

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

- Q.11 An arrangement to pay for import of goods and services with something other than cash is known as Countertrade.(True\False)
- Q.12 WTO is the acronym of world tariff organisation. (True\False)
- Q.13 Digital cash is the balance money one has in one's credit card.(True\False)
- Q.14 Political factors affect international marketing decisions.(True\False)
- Q.15 Anti- dumping trade is not a part of counter trade. (True\False)
- Q.16 The quotation is an offer of sale made by the seller to buyer.(True\False)
- Q.17 E-marketing success is solely determined by the size of the marketing budget.(True\False)
- Q.18 Marketing barriers can be divide into tariff and non tariff.(True\False)
- Q.19 E-marketing and traditional marketing follow the same principles and strategies. (True\False)
- Q.20 In e-marketing, high website traffic always translates to high conversion rates. (True\False)

SECTION-C

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

- Q.21 Discuss in detail the scope of international market.
- Q.22 What do you mean by world market ? What are major world market ?
- Q.23 What are various drivers of globalization ? Explain in brief.

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