

- 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.

No. of Printed Pages : 4                                  186756M/126756M/  
 Roll No. ..... 106756M/03441/31354M  
    /106763M

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

- 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 Barriers
  - 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

(2) 186756M/126756M/  
106756M/03441/31354M/106763M

- 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.

(3) 186756M/126756M/  
106756M/03441/31354M/106763M