

- Q.21 Write a short note on global promotional strategies.
- Q.22 Briefly explain social media strategies used for international market.

No. of Printed Pages : 4

Roll No.

226754 B-M

5th Sem.

Branch: Business Management (Marketing)

Sub : International Marketing

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Long answer questions. Attempt any two questions out of three Questions. $(2 \times 8 = 16)$

- Q.23 What do you mean by globalization? Explain in detail impact of globalization on international marketing.
- Q.24 What factors affect international marketing decisions? Explain in detail.
- Q.25 Write a detailed note on international distribution channel and logistics.

Note: Multiple choice Questions. All Questions are compulsory. $(6 \times 1 = 6)$

- Q.1 Which of the following is NOT a reason to enter international markets?
- a) Access to new customers
 - b) Higher transportation costs
 - c) Diversifying market risk
 - d) Gaining a competitive advantage
- Q.2 Which of the following is an example of a global brand?
- a) A local restaurant chain
 - b) A company that sells only within its own country
 - c) Coca-Cola
 - d) An online-only store
- Q.3 The 'E' in PEST analysis stands for :
- a) Economy
 - b) Environment
 - c) Ethics
 - d) E-Commerce

Q.4 Which entry method involves selling products abroad directly without any partners?

- a) Licensing
- b) Joint ventures
- c) Exporting
- d) Franchising

Q.5 Standardization means:

- a) Changing the product for every market
- b) Selling the same product globally
- c) Using only local materials
- d) Avoiding product adaptations

Q.6 Price skimming means:

- a) Setting a low price initially
- b) Offering discounts in bulk
- c) Pricing according to competitors
- d) Setting a high price initially

Section-B

Note: Objective/Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Exporting is the most complex and risky method of entering an international market. (True/False)

Q.8 The primary purpose of Corporate Social Responsibility (CSR) is to increase a company's short-term profits. (True/False)

Q.9 Intellectual property laws protect a company's logos, brand names, and inventions. (True/False)

Q.10 The World Trade Organization (WTO) helps regulate _____ between countries.

Q.11 _____ is a system of government-imposed taxes on imported goods. (Excise duty / customer duty)

Q.12 What is full form of GDP?

Section-C

Note: Short answer type Questions. Attempt any eight questions out of ten Questions. (8x4=32)

Q.13 Differentiate between domestic marketing and international marketing.

Q.14 Discuss in brief scope of international marketing.

Q.15 Briefly discuss marketing strategies used by companies for getting entry into foreign market.

Q.16 Write a short note on assessing international market potential.

Q.17 What do you mean by global business environment?

Q.18 Briefly explain international product life cycle.

Q.19 What impact does currency fluctuation have on pricing decisions in international market?

Q.20 Discuss in brief cultural considerations in international marketing communications.