

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

### Section-D

**Note: Long answer questions. Attempt any two questions out of three Questions. (2x8=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.
- Q25 Write a detailed note on international distribution channel and logistics.

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: Multiple choice Questions. All Questions are compulsory. (6x1=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.