

- Q.25 Write steps involved in the process of Internationalization of a firm?
 - Q.26 Describe the significance of international marketing.
 - Q.27 Count the benefits of E-marketing.
 - Q.28 Discuss the roles of an international marketer.
 - Q.29 Mention the advantages of e-payments.
 - Q.30 List the objectives of International marketing.
 - Q.31 What is strategy? Explain entry strategy.
 - Q.32 Discuss the factors affecting the entry strategy.
 - Q.33 Explain the framework of E-marketing.
 - Q.34 Discuss domestic marketing Vs international marketing.
 - Q.35 Explain the international marketing management process.

SECTION-D

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

- Q.36 Discuss the all components of business environment in detail.

Q.37 Mention entry strategy in the context of international marketing. Discuss various entry strategies.

Q.38 Discuss pros & Cons of various drivers of globalization form current economic scenario of world market.

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**5th Sem / Branch : DBM, DBM/IPM
Sub.: International Marketing & E-Marketing**

Time : 3Hrs. M.M. : 100

M.M.: 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 E-Marketing is made possible by _____

 - a) Internet
 - b) Computer
 - c) I.T.
 - d) All of these

Q.2 Merger means

 - a) When two firm mutual decide to become one to compete better in market
 - b) When one firm buy the stakes of other firms.
 - c) When one firm sells its all assets to other
 - d) None of these

Q.3 What do you understand by non-tariff barriers?

 - a) Barriers imposed by laws and rules
 - b) Barriers imposed by high taxes rates
 - c) Both A & B
 - d) None

Q.4 This is not an entry strategy for international market

 - a) Merger
 - b) Acquisition
 - c) Join Venture
 - d) Promotion

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- Q.5 Global Firm is
- Domestic Business operation
 - One nation wide business operation
 - Multination Business Operation
 - None of these
- Q.6 Globalization means
- One nation become world market
 - Whole world become one market
 - Both
 - None
- Q.7 Elaborate MNCs _____
- Mono National Companies
 - Minimum National Companies
 - Multinational Companies
 - All of these
- Q.8 Tariff also known as
- | | |
|--------------|------------------|
| a) Subsidies | b) Grants |
| c) Tax | d) None of these |
- Q.9 What do you understand by digital cash?
- | | |
|--------------|-----------------|
| a) Hard cash | b) Soft cash |
| c) e-Money | d) All of these |
- Q.10 What do you mean by quota?
- Restriction on quantity
 - Restriction of quality
 - Restriction of features
 - All of these

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 'Tariff' barriers means for imposition of high Taxes. (True/False)
- Q.12 International marketing targets more than one country. (True/False)
- Q.13 Multicultural dimension is not a feature of international marketing. (True/False)
- Q.14 Expand SWOT _____
- Q.15 Product is not a part of international marketing mix. (True/False)
- Q.16 Expand WTO (True/False) _____.
- Q.17 E-Marketing works offline without internet (True/False)
- Q.18 E-marketing works traditionally. (True/False)
- Q.19 International marketing promotes customer centric culture. (True/False)
- Q.20 E-Marketing based on _____ (Internet/Intranet)

SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 Define business environment in short.
- Q.22 Write a short note on world market?
- Q.23 Discuss career options available in international marketing in short.
- Q.24 Explain import and Export in short.