

Bachelor of Management Studies(BMS)Programme

Third YearSemester Vand VI Under Choice Based Credit, Grading and Semester System (REV 18-19)

Course : TYBMS

SEM : VI

Group A: Marketing Electives

Paper : International Marketing

SAMPLE QUESTIONS

Sr. No.	Question	OPTION 1	OPTION 2	OPTION 3	OPTON 4	Correct option	Correct option
1	_____structure violets principle of unity of command.	Matrix	Product	Geographical	Divison	1	Matrix
2	_____indicates that the product is unique.	Branding	Differentiation	Transation	Localization	2	Differentiation
3	India is a _____of international finance corporation.	founder member	associate member	full dialogue parter	shareholder	1	founder member
4	Legal environment relater to laws which govern	political activities	economic activities	business activities	socia; activities	3	business activities
5	Hofstede's cultural dimensions theory is a framework of _____communication developed by Geert Hofstede	cultural	cross-cultural	social	legal	2	cross-cultural
6	_____is a combination of the specific duty and ad valorem duty on single product	Sliding scale duty	Countervailing duty	Revenue tariff	Compound duty	4	Compound duty
7	_____are imposed "according to value"	Sliding scale dutv	Ad Valorem dutv	Countervailing dutv	Compound duty	2	Ad Valorem duty
8	Under _____system individual is given freedomnto determine his own standard of performance, evaluate and take corrective action	Self -Control	Management Information system	Management Au	Return on Investment	1	Self -Control
9	It enables customer feedback and educate employees about new _____challenges	Service recognitio	Service Communication	Service Benchm	Service Role model	2	Service Communication
10	The firm introduces more items to its product line to plug certain gaps in its current range of offers_____.	Line Pruning	Streching down	Line contraction	Line filling	4	Line filling
11	_____ helps in preserving the product.	Packaging	Labelling	Augmentation	Innovation	1	Packaging

12	_____ is an economic association of south Asian countries for regional cooperation, for mutual help and collective growth.	EU	NAFTA	SAARC	ASEAN	3	SAARC
13	The entire world is a single market that can be effectively trapped by standardized marketing strategy in _____ orientation.	Ethnocentric	Regiocentric	Geocentric	Polycentric	3	Geocentric
14	Focuses on giving standardized product and treating world as one _____ single market	Multi domestic	Transactional	Global Strategy	Multi Domain	3	Global Strategy
15	Organization structure in which entire organization is divided into production, marketing, finance etc is known as _____	Division Structure	Matrix	Functional Struct	Network Structure	3	Functional Struct
16	_____ is Countertrade.	Local Trade	National Trade	International trade	Regional trade	3	International trade
17	What is dumping?	Price Discrimination	Oligopoly	Monopoly	Price Uniformity	1	Price Discrimination
18	Import Quota means _____	Imposing a duty alongwith no quota	Imposing a duty alongwith fixing a quota	Duty free trading	Import Substitution	2	Imposing a duty alongwith fixing a quota
19	Tariffs are in the form of _____ duties.	export	import	customs	transit	3	Customs
20	International trade by exchange of goods rather than by currency purchase is known as _____	Counter Trade	Dumping	Canalising	Consortia	1	Counter Trade
21	_____ refers to a uniform representation of all aspect of product.	Product adaptatio	Product Standardisation	Product expansion	Product confirmation	2	Product Standardisation
22	Home country superior compared to the rest of the world is said an _____ orientation	Ethnocentric	Regiocentric	Geocentric	Polycentric	1	Ethnocentric
23	In _____, the exporter's is more involved and committed to the new market place	direct exporting	indirect exporting	Licensing	Contract Manufacturing	1	direct exporting
24	_____ is FDI.	Foreign development Investment	Foreign direct Investment	Foreign divestment Investment	Foreign deficit Investment	2	Foreign direct Investment

25	Why is SWOT Analysis done?	Economic Evaluation	Technological Evaluation	Overall Corporate Planning Process	Political Evaluation	3	Overall Corporate Planning Process
26	_____ is Situation Analysis.	Marketing Scheme	Advertising policy	Financial Plan	Review of Current Business Situation	4	Review of Current Business Situation
27	The SAARC member countries framed	EU	ASEAN	SAPTA	NAFTA	3	SAPTA
28	The segmentation on the basis of knowledge, user status, loyalty pattern, attitudes and respinses to the product is known as _____.	Socio-economic	Behaviouristic	Geographical	Demographic	2	Behaviouristic
29	One objective of IMF is to promote _____.	exchange rate stability	industrial growth	infrastructures development	stable interest rate	1	exchange rate stability
30	_____ is a sister institution of IMF.	IFC	WTO	GATT	World Bank	4	World Bank
31	Where are in-pack premiums and next purchase coupons popular in?	U.K	China	India	Singapore	1	U.K
32	_____ is Market -Orientation Approach.	Compares data within one state	Compares data from several countries	Compares data with two countries	Compares data with several states from the same country	2	Compares data from several countries
33	_____ refers to the distribution of roles between men and women.	power distance index	individualism v/s collectivism	Masculinity v/s femininity	Uncertainty Avoidance Index	3	Masculinity v/s femininity
34	_____ environment is the outcome of economic factors.	Economic	Legal	Social	International	1	Economic
35	Common market is a first step of	Economic union	Trade union	Free Trade Area	Custom union	4	Custom union
36	Dumping occur when the goods are exported by a country to another country at a price _____ than its normal value.	higher	lower	zero	equal	2	lower
37	Language is the basis of _____ and communication among people.	social	internal	interaction	reaction	3	interaction
38	Which of the following decision does not take place in Branding for International Marketing?	Use one brandname worldwide	Use brandname as per Customer Preference	Use different brandnames for different markets	Use company name as brand name	2	Use brandname as per Customer Preference

39	_____ is differentiated marketing.	Different programmes for each Marketing segment	Different programmes for different Marketing segment	Different programmes for two Marketing segment	Different programmes for one Marketing segment	1	Different programmes for each Marketing segment
40	_____ is fixed after negotiations between the quota fixing importing country and the exporting country.	Bilateral Quota	Unilateral Quota	Multilateral Quota	Customs Quota	1	Bilateral Quota
41	_____ legal environment is the outcome of legal environment created in different countries.	International	National	Local	Domestic	1	International
42	WEB Marketing means _____	Internet Marketing	National Marketing	Financial Marketing	Social Marketing	1	Internet Marketing
43	_____ is Line Stretching.	Brand Extension	Product line expansion	Product line Contraction	Product Promotion	2	Product line expansion
44	_____ strategy can cater to large number of customers.	Multi segment	Target marketing	Micro Marketing	Premium Marketing	1	Multi segment
45	Under _____ pricing goods and services are priced at such a low level that other firms cannot compete and they are forced to leave the market.	Skimming	Discounted	Premium	Predatory	4	Predatory
46	Communism is the extreme of form of _____	political risk	socialism	authoritarian	democracy	2	socialism
47	Contract manufacturing is a type of _____	outsourcing	made of order agreement	assembling activity	collective activity	1	outsourcing
48	Trading blocs give benefits to _____ countries.	member	non-member	rich	poor	1	member
49	International marketing ensures _____ utilization of resources.	minimum	maximum	normal	equal	4	maximum
50	Trade barriers are _____ obstacles imposed on imports from other countries.	natural	artificial	political	revenue	2	artificial