

INDIAN MARITIME UNIVERSITY
(A Central University, Government of India)

INTERNATIONAL MARKETING
SEMESTER – I, SCHOOL OF MARITIME MANAGEMENT
DEC/JAN 2013-14
SUBJECT CODE: T 1105

Date: 21.12.2013

Time: 3 Hrs
Maximum Marks: 75

Section – A

(10X1=10 marks)

Answer All Questions. All questions carry equal marks

1. Private brand means
 - a. Manufacturer's brand
 - b. Exporter's brand
 - c. Distributor's brand
 - d. Competitor's brand

2. WTO was established in the year
 - a. 1947
 - b. 1948
 - c. 1993
 - d. 1995

3. Adaption means
 - a. Promotion
 - b. Standardization
 - c. Modification
 - d. Simplification

4. IPLC model was discovered by
 - a. Raymond Vernon
 - b. Heckscher and Ohlin
 - c. Ricardo
 - d. Adams Smith

5. Product diffusion means the process of which
 - a. Product is trade marked
 - b. Product innovation spreads
 - c. Product is branded
 - d. Product is manufactured

6. Innovations are most likely to be introduced in
 - a. Least developed countries
 - b. Growing economies
 - c. Less developed countries
 - d. Highly developed countries

7. Market segmentation represents
 - a. An effort to identify and categorize customers based on common characteristics
 - b. Finding customers who can respond to advertisement
 - c. Promoting products and services internationally
 - d. Identify customers who can help in promoting products.

8. Maquiladoras are
 - a. Bonded warehouses
 - b. Cartels
 - c. Joint Ventures
 - d. In-bond companies

9. India is a member of
a. Commonwealth of Independent States b. ASEAN c. Mercosur d. None of the above
10. Primary data for international marketing research are collected from the
a. Importing country b. Published resources c. Exporting country d. Internet

SECTION - B (5x5 = 25 marks)

Answer any FIVE questions

Answer should not exceed 200 words for each question

All questions carry equal marks

11. Explain the controllable and uncontrollable factors in international marketing?
12. What do you understand by market segmentation? Explain the common bases for segmentation.
13. Explain the various elements of culture.
14. What are the factors affecting international pricing policy decision?
15. Write a note on international marketing of services.
16. Explain the contemporary issues in international marketing.
17. What is brand? Explain the important brand decision in the export marketing.

SECTION - C (4x10 = 40 marks)

Question No.18 is compulsory

Answer any THREE questions of the remaining five questions

Answer should not exceed 500 words for each question. All questions carry equal marks

18. How will you, as a marketer, get the distributor to do a good job for you?
19. Explain the important environmental factors relevant to international business.
20. What are the various product policies used by exporters when they export their products?
21. What do you understand by marginal cost pricing? Explain how to calculate this price.
22. What are the important steps to be taken by the marketer in the sales force management?
23. What are the different modes of foreign market entry? Explain.
