



INDIAN MARITIME UNIVERSITY

SCHOOL OF MARITIME MANAGEMENT

**June 2013 Examinations
FIRST SEMESTER**

INTERNATIONAL MARKETING

**Subject Code: T 1105
Date: 14.06.2013
Time: 3 Hrs**

**QP Code: T0821105
Max. Marks: 75**

Note: Answer all the questions

Part-A

(10×1= 10)

1. A particular country or countries are involved, international marketing is often referred to as -----
 - a) Multinational marketing
 - b) National marketing
 - c) Social network
 - d) Financial marketing
2. Countries in the ----- stages are characterized by an economic structure that is dominated by agriculture.
 - a) Take- off
 - b) Transitional society
 - c) Traditional society
 - d) Drive to maturity.
3. The type of tax imposed on goods entering a particular country is called as -----
 - a) Duty tax
 - b) Licenses
 - c) Restraints
 - d) Tariffs
4. The expansion of TRIPs is -----
 - a) Trade Related aspects of International Property Rights
 - b) Trade Related aspects of Intellectual Property Rights
 - c) Trade Revenue aspects of Intellectual Property Rights
 - d) Trend Related aspects of Intellectual Property Rights

5. Identifying a particular manufacture's brand and distinguishes it from the competitors, brands in the same product category by brand name, mark, symbol, motto or slogan as called as -----
- a) Trademark b) Label
c) Company identity d) Brand management
6. The currency that is kept at a high artificial exchange rate, overvalued and controlled by the national central bank is called as -----
- a) Soft currency b) Hard currency
c) Hot currency d) Cold currency
7. Retailers who sell brand name products and designer merchandise below regular retail prices -----
- a) country-wise retailer b) On-Price retailers
c) sea-shore retailers d) Off-Price retailers
8. An export agent dealing in illegal and or gray market products -----
- a) Black-agent b) Noraziagent
c) White-agent d) smuggler
9. Very large retail stores that combine supermarkets, discount and warehouse retailing principles -----
- a) High-cost markets b) Hypo markets
c) Hypermarkets d) Middle level markets
10. The belief that one's culture is superior to another and that strategies used in one's country is -----
- a) polynomials b) Onthrolism
c) Ethnocentrism d) mongolism

Part-B

Answer Any Five Questions

(5×5= 25)

11. Briefly explain the conditions that have lead to the development of global markets.
12. Briefly analyze the different stages of product life-cycle in international marketing.
13. Write short notes on brands, packaging and labeling as a part of product planning.
14. Briefly explain the basis of international marketing of services.
15. What are the characteristics of international marketing information system?
16. "Research design should be perfect in international marketing research" explain it.
17. What are the important factors required in distribution channels for international marketing? Explain its

Part- C

Note: Answer Question No.18 . Compulsory Question.

(4 x 10 = 40)

18. Explain, some special problems arises in the international marketing.

Choose any Three out of five Questions

19. Explain the four phases of international marketing involvement.
20. What is international market segmentation? Explain the various factors that determine the market Segmentation.
21. Explain the pricing policy adopted in international markets.
22. Explain the various approaches to budgeting for international advertising.
23. Explain the role of multinational retailers and wholesalers in international trade.
