

INDIAN MARITIME UNIVERSITY
(A CENTRAL UNIVERSITY, GOVT. OF INDIA)

SEMESTER- I, SCHOOL OF MARITIME MANAGEMENT- JUNE 2014 EXAMS

INTERNATIONAL MARKETING (T 1105)

(AY 2013-14 batch onwards)

Time:- 3 Hrs
Date: 27.06.2014

Max Marks : 60

SECTION - A

(12 X1 = 12 Marks)

Answer all the Questions. All Questions carry equal marks

1. Markets are
a) Static b) Constantly changing c) Not expanding d) Not dynamic
2. India is a member of
a) Commonwealth of Independent States b) ASEAN c) Mercosur d) None of the above
3. Marketing channels have the potential to create which of the following types of utility
a) Place utility b) Time utility c) Form utility d) All of the above
4. The most important reason behind the utilization of market segmentation is
a) Market heterogeneity b) Positioning c) Test marketing d) Product life cycle
5. Product diffusion means the process by which the
a) Product is trade marked b) Product is branded
c) Product innovation spreads d) Product is manufactured
6. Countries where the product is first introduced and adopted are called
a) Lag countries b) Trading countries c) Lead countries d) None of the above
7. FOB price
a) Includes insurance b) Includes freight
c) Includes freight and insurance d) Does not include insurance and freight
8. The process initiated by a foreign government leading to the gradual transfer of ownership and management to locals is called
a) Expropriation b) Nationalization c) Confusion d) Domestication
9. Duties imposed on subsidized products are called
a) Countervailing duty b) Antidumping duty
c) Central Excise duty d) Additional duty

10. Mate receipt is issued by
a) Airlines b) Shipping lines c) Captain of the ship d) Port office
11. Private brand means:
a) Manufacturer's brand b) Exporter's brand
c) Distributor's brand d) Competitor's brand
12. Gray Markets are called
a) Global Markets b) Export Markets c) Parallel Imports d) None of the above

SECTION - B

(5 X4 = 20 Marks)

Answer any FIVE questions not exceeding 200 words. All questions carry equal marks

13. Explain the contemporary issues in international marketing
14. Compare and contrast the multinational retailing and wholesaling business?
15. Do you feel "Sales Promotion" and "Public Relation" are important international promotion policies? Explain.
16. What are the functions and importance of packaging and labeling?
17. Explain the various elements of culture.
18. What are the different modes of foreign market entry?
19. Explain the controllable and uncontrollable factors in international marketing.

SECTION - C

(4 X7 = 28 Marks)

Answer question no.20 (compulsory) and any 3(three) from the rest:

20. Explain the methodologies of international marketing research.
21. What are the important environmental factors relevant to international business?
22. How will you, as a marketer, get the distributor to do a good job for you?
23. What are the steps to be taken by the marketer in the sales force management?
24. How will you plan for global markets? Discuss.
25. Write short notes on (a) Skimming pricing (b) Dumping (c) Transfer price (d) Parallel imports and (e) Buyback arrangement.
