

**INDIAN MARITIME UNIVERSITY**  
**(A CENTRAL UNIVERSITY, GOVERNMENT OF INDIA)**

M.B.A. (INTERNATIONAL TRANSPORTATION AND LOGISTICS)  
DEC '14/ JAN'15 END SEMESTER EXAMINATIONS  
I SEMESTER

**INTERNATIONAL MARKETING (T 1105)**

Time: 3 Hrs:

MAX MARKS : 60

Date: 03.01.2015

Pass Marks : 30

**SECTION – A**

(12 x 1 = 12 Marks)

Answer all the Questions. All Questions Carry Equal Marks

1. Transfer pricing is adopted by
  - a. Small Exporters
  - b. Medium enterprises
  - c. MNCs
  - d. Wholesalers
  
2. Primary data for international marketing research are collected from
  - a. Importing country
  - b. Published resources
  - c. Exporting country
  - d. Internet
  
3. Product diffusion means the process of which
  - a. Product is trade marked
  - b. Product innovation spreads
  - c. Product is branded
  - d. Product is manufactured
  
4. IPCL Model was discovered by
  - a. Raymond Vernon
  - b. Ohlin
  - c. Ricardo
  - d. Adams smith

5. Counter trade means
  - a. Exchange of goods for cash
  - b. Exchange of goods for gold
  - c. Exchange of goods for silver
  - d. Exchange of goods for goods
  
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 only
  - b. Includes insurance and freight
  - c. Does not include insurance and freight
  - d. Includes freight only
  
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. Confiscation
  - d. Domestication
  
9. Maquiladoras are
  - a. Bonded warehouses
  - b. Cartels
  - c. Joint ventures
  - d. In – bond companies
  
10. The most important reason behind the utilization of market segmentation is
  - a. Market heterogeneity
  - b. Positioning
  - c. Test marketing
  - d. Product life cycle
  
11. A trade mark identifies the
  - a. Name of the country
  - b. Goods and services
  - c. Users and consumers
  - d. Agents and distributors

12. Marketing channels have the potential to create which of the following types of utility
- Place utility
  - Time utility
  - Form utility
  - All of the above

**Section –B**

(5 x 4=20 Marks)

Answer any FIVE Questions

Answer should not exceed 200 words for each question

All questions carry equal marks

- ✓ 13. Define international marketing. Explain the various stages of international marketing involvement.
14. Examine the important contemporary issues in international marketing.
- ✓ 15. What do you understand by market segmentation ? Explain.
- ✓ 16. What is brand ? Explain the important branding decisions in export marketing.
- ✓ 17. What are the various elements of culture ? Explain
- ✓ 18. What are the functions and importance of packaging and labeling ?
19. Compare and contrast the multinational retailing and wholesaling business.

**Section – C**

(4x7=28 Marks)

**Question No.20 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

- ✓ 20. How will you, as a marketer, get the distributor to do a good job for you ? Explain in detail.
- ✓ 21. Explain in detail the various environmental factors which will affect international marketing.
- ✓ 22. What are the factors encouraging standardization and adaptation ?
23. What are the factors affecting international pricing policy decision ? Also briefly explain the various types of export pricing.
- ✓ 24. What are the different modes of foreign market entry ? Explain.
25. What are the various product policies used by exporters when they export their products?

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