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**GIET UNIVERSITY, GUNUPUR – 765022**  
**M. B. A (Fourth Semester) Examinations, May' 2021**  
**MB 403 A - INTERNATIONAL MARKETING**

Time: 2 hrs

Maximum: 50 Marks

**The figures in the right hand margin indicate marks.**

**PART – I: (Multiple Choice Questions)****(1 x 10 = 10 Marks)**Q. 1 Answer ALL questions

- a. Extension of marketing activities across the globe is called a.....
- |                               |                           |
|-------------------------------|---------------------------|
| (i) International Business    | (ii) Universal Marketing  |
| (iii) International Marketing | (iv) Borderless Marketing |
- b. In International Marketing, ..... factors affect international marketing decisions.
- |               |                       |
|---------------|-----------------------|
| (i) Political | (ii) Economical       |
| (iii) Social  | (iv) All of the above |
- c. The only difference in the definition of domestic marketing and international Marketing is that
- |   |   |
|---|---|
| (i) The Marketing activities take place in more than one country. | (ii) The marketing activities take place in one country only.   |
| (iii) The marketing activities take place in host country only    | (iv) The marketing activities must take place in all countries. |
- d. .... is an arrangement to pay for import of goods and services with something other than cash
- |                     |                      |
|---------------------|----------------------|
| (i) Counter trade   | (ii) Dumping         |
| (iii) Drop shipping | (iv) Reversal buying |
- e. .... is not a art of counter trade.
- |                          |                          |
|--------------------------|--------------------------|
| (i) Counter purchase     | (ii) offset              |
| (iii) Anti dumping trade | (iv) Compensation trade. |
- f. In international marketing ..... type of exporter will choose direct distribution channel.
- |              |            |
|--------------|------------|
| (i) Micro    | (ii) Small |
| (iii) Medium | (iv) Large |
- g. Determining that which product should be introduced in which country what modification should be made in it, is called-
- |                                    |                                |
|------------------------------------|--------------------------------|
| (i) International product planning | (ii) World product planning    |
| (iii) (1) and (II) both            | (iv) None of (1) and (II) both |
- h. Which type of exporter will choose direct distribution channel?
- |                       |                     |
|-----------------------|---------------------|
| (i) Large exporter    | (ii) Small Exporter |
| (iii) Medium exporter | (iv) None of these  |
- i. Which of the following is not true one of the five stages of the buying decision process?
- |                          |                           |
|--------------------------|---------------------------|
| (i) Need Recognition     | (ii) Brand Identification |
| (iii) Information Search | (iv) Purchase decision    |
- j. Which of the following is the first stage for market segmentation?
- |                                  |                        |
|----------------------------------|------------------------|
| (i) Analysis                     | (ii) Future generation |
| (iii) Investigation and research | (iv) None of these     |

**PART – II: (Short Answer Questions)**

**(2 x 5 = 10 Marks)**

**Q.2. Answer ALL questions**

- a. What is international Marketing?
- b. What is international market segmentation?
- c. What is direct exporting?
- d. What is global advertising?
- e. Explain international marketing channel?

**PART – III: (Long Answer Questions)**

**(6 x 5 = 30 Marks)**

Answer any **FIVE** questions.

3. Explain about international market environment in detail?
4. What is business custom in international market?
5. What is the role of technology in international marketing environment?
6. What are the strategies to enter into international market?
7. Explain about geographic expansion and strategic alternatives?
8. Explain international distribution structures?
9. What are factors affecting choice of international marketing channels?
10. Write a detailed note on export procedure and export documentation?

--- End of Paper ---