

**MAHATMA GANDHI UNIVERSITY**

**SEMESTER V - B.A. ECONOMICS - MODEL II (VOCATIONAL)**

**Core Course - INTERNATIONAL MARKETING**

(Answers may be written either in English or in Malayalam.)

Time : 3 Hrs

Total Weightage : 25

**Part A – Objective Type Questions (in bunches of 4)**

*I. Choose the correct alphabet only.*

1. The tie up of Allianz company with Bajaj is an example for  
(A) Licensing (B) subcontracting (C) joint venture (D) subsidiaries
2. The legal right to protect a brand name is known as  
(A) AGMARK (B) Grading (C) ISI Mark (D) Trade mark
3. Companies enjoy more control over their distributive channels under  
(A) franchising (B) direct export (C) indirect export (D) licensing
4. ....is a Regional Economic Group  
(A) UNICEF (B) IBRD (C) ASEAN (D) all the above  
(Weightage 1)
5. ....is not an example for franchising  
(A) NIIT (B) Mc Donalds (C) Maruti (D) Pizza Hut
6. The member states of NAFTA are  
(A) USA, Canada and Mexico (B) USA, Thailand and Brazil  
(C) Mexico, Finland and USA (D) USA, UK and Russia
7. The marketing channel characterized by direct selling  
(A) Overseas selling (B) Zero-level marketing  
(C) contract manufacturing (D) none of the above
8. Which one is not an element of promotion?  
(A) advertising (B) distribution  
(C) sales promotion (D) personal selling  
(Weightage 1)
9. The company which act as a link between exporting and importing companies  
(A) export drop shipper (B) export broker  
(C) cooperative exporter (D) trading company

10. A company allowed to sell its products in a foreign country with a condition to purchase local products.  
 (A) Offset (B) switch trading  
 (C) counter purchase (D) clearing agreement
11. Which of the following is having maximum control over its marketing and production  
 (A) contract manufacturing (B) wholly-owned subsidiaries  
 (C) counter trade (D) direct exporting
12. The most basic function of packaging is  
 (A) protection (B) appeal (C) convenience (D) cost reduction  
 (Weightage 1)
13. When an international company sells its unsold inventories in a foreign country, it is called  
 (A) sporadic dumping (B) predatory dumping  
 (C) persistent dumping (D) reverse dumping
14. The strategy of printing toys and cartoons on package to stimulate demand is known as  
 (A) protectional packaging (B) kaleidoscopic packaging  
 (C) re-use packaging (D) none of these
15. Which is a type of non-personal selling?  
 (A) advertisement (B) sales promotion (C) publicity (D) all the above
16. The basic function of branding is  
 (A) appeal (B) protection (C) identification (D) retention  
 (Weightage 1)

**Part B - Short Answer Questions**

*II. Answer any five out of eight, not exceeding 50 words.*

17. Define INCOTERMS
18. What is meant by franchising?
19. Distinguish between personal and non-personal selling.
20. What is meant by a Joint Venture?
21. Write the importance of marketing channels.
22. What is transfer pricing?
23. Why is branding important to marketers?
24. What is meant by dumping?

(Weightage 1 × 5 = 5)

### **Part C - Short Essays**

*III. Answer any four questions not exceeding 150 words. Each question carries 2 weightages.*

25. What are the factors which motivate firms to international marketing?
26. What is direct exporting? What are its advantages?
27. What is meant by advertisement? What are its objectives?
28. Discuss briefly various techniques of international marketing.
29. Explain different types of product strategies.
30. Describe various factors that influence the pricing of a firm in the international market.

(Weightage  $2 \times 4 = 8$ )

### **Part D - Long Essays**

*IV. Answer any two questions not exceeding 450 words. Each question carries 4 weightages.*

31. Discuss the environment of international marketing.
32. Explain various marketing channels.
33. What is global marketing of services? What are the factors that marketers should take care to formulate an appropriate marketing strategies.

(Weightage  $4 \times 2 = 8$ )