

M.COM DEGREE (CSS) EXAMINATION
FOURTH SEMESTER - FACULTY OF COMMERCE (Private Registration)
MULTIPLE CHOICE QUESTIONS

CM810402 INTERNATIONAL MARKETING
(Marketing & International Business)

1. Extension of marketing activities across the globe is called as _____.
 - A. International Business
 - B. Universal Marketing
 - C. International Marketing
 - D. Borderless Marketing
2. The one significant reason for the Trade to become global is -
 - A. Communication opportunities
 - B. Technology
 - C. Improved transportation
 - D. All of the above
3. In ___, the Indian Government gave Coca-Cola the choice of either revealing its secret formula or leaving the country.
 - A. 1978
 - B. 1977
 - C. 1987
 - D. 1982
4. The most generic name to describe corporations operating around the world.
 - A. TNC
 - B. MNE
 - C. MNC
 - D. Global Corporation
5. 'Microsoft' is an example of:
 - A. Horizontally Integrated MNC
 - B. Vertically Integrated MNC
 - C. Diversified MNC
 - D. Global Corporation
6. Structural requirements for definition as an MNC include:-
 - A. Number of countries in which the firm does business
 - B. Citizenship of corporate owners and top managers
 - C. The commitment of corporate resources to foreign operations
 - D. Only a and b
7. State whether the given statement is true or not:
'International Marketing is not a revolutionary shift, it is an evolutionary process.'
 - A. True
 - B. False
 - C. Not clear
 - D. Cannot say
8. ___ is the principle of organization of a region around several political, social or financial centers.
 - A. Ethnocentrism
 - B. Polycentrism
 - C. Marketing expansion
 - D. Global marketing

9. ___ can be universally advertised as “Adds Life”.
- A. Coca Cola
 - B. Pepsi
 - C. Ranbaxy
 - D. Reliance
10. It is the act of reducing government-imposed constraints on the behaviour of actors in the economy.
- A. Privatization
 - B. Liberalization
 - C. Deregulation
 - D. All of the above
11. It is a market model in which trade in goods and services between or within countries flow unhindered by government-imposed restrictions.
- A. Liberalization
 - B. Free trade
 - C. Trade barriers
 - D. All of the above
12. ___ can be described as the economic means to achieve the political goal of an independent nation.
- A. Liberalization
 - B. Free Trade
 - C. Trade barriers
 - D Protectionism
13. Restrictions to trade include:
- A. Taxes & tariffs
 - B. Legislation & quotas
 - C. Non-tariff barriers
 - D. All of the above
14. A ___ is a tax on goods upon importation.
- A. Tariff
 - B. Non-tariff
 - C. Legislation
 - D. Quotas
15. ___ can be defined as supreme and independent political authority.
- A. Political Risk
 - B. Sovereignty
 - C. Ideology
 - D. Nationalism
16. The ultimate threat a government can pose toward a company is-
- A. Expropriation
 - B. Sovereignty
 - C. Statue law
 - D. None of the above
17. ___ established to promote fair competition.
- A. Antitrust laws
 - B. Regulations
 - C. Both a and b
 - D. Political risk

18. The development of ___ has gone a long way to reducing the element of “foreignness”.
- A. GATT
 - B. NATO
 - C. EU
 - D. All of the above
19. ___ occurs if ownership of the property or assets in question is referred to as confiscation.
- A. Privatization
 - B. Nationalization
 - C. Expropriation
 - D. Compensation
20. Potential sources of political complication include:
- A. Social unrest
 - B. Attitudes of nationals
 - C. Policies of the host government
 - D. All of the above
21. All exports operate within an institutional environment, which is made up of a set of _ground rules.
- A. Political
 - B. Social
 - C. Legal
 - D. All of the above
22. It facilitates marketing agencies and producers by reducing transaction costs.
- A. Rules & conventions
 - B. Licensing
 - C. Legal environment
 - D. Norms & standards
23. It is the unauthorized copying and production of a product.
- A. Patent
 - B. Trade secret
 - C. Counterfeiting
 - D. Copyrights
24. International law was essentially an amalgam of:
- A. Treaties
 - B. Covenants & Codes
 - C. Agreement
 - D. All of the above
25. ___ sources its goods in countries with low wages and poor labour regulations.
- A. Nike
 - B. Adidas
 - C. Reebok
 - D. Levi Strauss
26. The supreme body to settle international disputes is the International Court of Justice, situated in-
- A. The Hague, Holland
 - B. Sadza, Zimbabwe
 - C. Beverley Hills, California
 - D. The Middle East
27. Culture can be deep-seated and, to the untrained can appear bizarre.
- A. Maslow approach
 - B. Anthropological approach
 - C. Self reference criteria
 - D. Diffusion theory

28. The tendency to view one's culture to be superior to others.
- A. Ethnocentric
 - B. Ethnocentrism
 - C. Self reference
 - D. Material culture
29. ___ reflects the nature & values of the society.
- A. Culture
 - B. Tradition
 - C. Language
 - D. Nationalism
30. Education refers to the transmission of ___ as well as training in particular disciplines.
- A. Skills
 - B. Ideas
 - C. Attitudes
 - D. All of the above
31. Social institutions include ___ that are concerned with the ways, in which people relate to one another, organize their activities to live in harmony with one another.
- A. Social organization
 - B. Education
 - C. Political structures
 - D. All of the above
32. In Muslim tradition ___ is considered as a 'dirty' animal, so portraying it as "man's best friend" in an advertisement is counter-productive.
- A. Dog
 - B. Horse
 - C. Cat
 - D. Cow
33. State whether it is true or not:
'Culture is not genetically based.'
- A. False
 - B. Cannot say
 - C. True
 - D. Incomplete
34. Increasingly surfacing cultural trait is-
- A. Nationalism
 - B. Language
 - C. Ethnocentrism
 - D. Social needs
35. Served in the palm of the hand.
- A. Upside down
 - B. Platter fashion
 - C. Crab style
 - D. Pincer
36. ___ is used in a linear way and it is experienced as being almost tangible in that we save time, waste time, bide time, spend time and lose time.
- A. Monochromic time
 - B. Polyphonic time
 - C. Monophonic time
 - D. Polychromic time

37. ___ theory tells that the innovators are a small percentage that likes to be seen to lead, and then the others, increasingly more conservative, take the innovation on.
- A. Cross Culture Theory
 - B. Diffusion Theory
 - C. Anthropological Theory
 - D. Maslow theory
38. ___ is the most traditional and well-established form of operating in foreign markets.
- A. Importing
 - B. Exporting
 - C. Country centered
 - D. None of the above
39. This method means that organizations with little exporting skill may use the services of one that has.
- A. Piggybacking
 - B. Countertrade
 - C. Closed-end barter
 - D. All of the above
40. ___ refers to the idea that the resources held by two firms, when combined, add up to more than the sum of their parts.
- A. Shared Knowledge
 - B. Synergy
 - C. Strategic Alliance
 - D. Joint Ventures
41. ___ & ___ promote efficiencies.
- A. New Market, Technology
 - B. Creating projects, disbanding projects
 - C. Risks, expenses
 - D. Flexibility, Informality
42. Liberalization can be achieved by:
- A. Privatization & deregulation
 - B. Privatization & diversification
 - C. Deregulation & diversification
 - D. None of the above
43. Material culture is divided into two parts:
- A. Language, Aesthetics
 - B. Technology, Economics
 - C. Education, Religion
 - D. Attitudes, Values
44. Identify the Crab Style:
- A. Clamped between the thumb and index finger
 - B. Offered with the index finger pressed along the edge
 - C. Served in the palm of the hand
 - D. Held out between the index and middle fingers
45. The criteria for outsourcing decisions are:
- A. Factors costs, Availability
 - B. Logistics, Factors costs
 - C. Both a and b
 - D. Global strategy, Market Access

46. ___ and ___ strategy overcome transport risks by counterfeiting perceived risks.
- A. Total Adaptation, Conformity
 - B. Availability, Security
 - C. Technical innovation, Total adaptation
 - D. All of the above
47. ___ strategies correspond to ethnocentric and polycentric orientations and ___ strategies corresponds with geocentric orientation.
- A. Global, Multinational
 - B. Multinational, Global
 - C. International, Multinational
 - D. International, Global
48. Over 80% of the world's population lives in countries that are categorized as:
- A. MHD, LHD
 - B. HHD, MHD
 - C. LHD, HHD
 - D. All of the above
49. The ___ of a legal system profoundly affects how the law is written, interpreted, and adjudicated.
- A. foundation
 - B. legality
 - C. cost
 - D. religious ties
50. Which of the following forms of law was derived from English law?
- A. code law
 - B. common law
 - C. religious law
 - D. civil law
51. Which of the following is a more effective tool for the promotion process?
- A. Advertisement
 - B. Personal Sale
 - C. Publicity
 - D. Sales promotion
52. D.E.P.B. stand for
- A. Duty Exempt Port Boundary
 - B. Duty Entitlement Pass Book
 - C. Method of Export Payment
 - D. Deposit Export Pay Bill Scheme
53. As per the terminology of the International Air Transport Association (IATA), Air Transport Association (IATA), airway bill is issued in how many set?
- A. 14 sets
 - B. 12 sets
 - C. 13 sets
 - D. 11 sets
54. The short-term motivation schemes prepared for purchase promotion are known as-
- A. Personal sale
 - B. Sales promotion
 - C. Advertisement
 - D. Packaging

55. According to the text, the most dramatic of the environments that affect marketing and appear to be now shaping our world is the environment.
- A. Natural
 - B. Demographic
 - C. Economic
 - D. Technological
56. For practical purposes, the difference between the concept of international marketing and the concept of multinational marketing is
- A. Significant
 - B. Insignificant
 - C. Meaningful
 - D. Adequate
57. "International marketing is a global process of planning and executing conception, pricing, promotion" The definition fails to recognize
- A. Non-Profit marketing
 - B. Business-To -business marketing
 - C. Consumer marketing
 - D. Integration of the 4 Ps
58. These things are not known by import in India-
- A. Rice
 - B. Fertilizers
 - C. Chemical
 - D. Raw Rubbers
59. Determining which product should be introduced in which country what modification should be made in it, is called-
- A. International Product Planning
 - B. World Product Planing
 - C. both (a) and (b)
 - D. Neither (a) nor (b)
60. To ensure that sub-standard goods are not exported from India which may bring a bad name to the country, compulsory pre-shipment inspection is carried out of about how many items?
- A. 1057
 - B. 1058
 - C. 1059
 - D. 1060
61. Which type of exporter will choose a direct distribution channel?
- A. Large exporter
 - B. Small exporter
 - C. Medium exporter
 - D. None of these
62. Which of the following is not truly one of the five stages of the buyer's decision process?
- A. Need recognition
 - B. Brand identification
 - C. Information search
 - D. Purchase decision
63. Included in the group of the factors affecting international marketing are-
- A. Social factors
 - B. Economic factors
 - C. Political factors
 - D. All of these

64. Which of the liability is to prepare product source planning?
- A. Marketing department
 - B. General Manager of the company
 - C. Policy Markers of the company
 - D. None of these
65. Green marketing relates to-
- A. Agricultural marketing
 - B. Environmental Protection
 - C. Zoological product distribution
 - D. All of these
66. Internal marketing means-
- A. Marketing outside the country
 - B. Marketing inside the company
 - C. Marketing with family members
 - D. Marketing inside the country
67. _____are products bought by individuals and organizations for further processing or for use in conducting a business.
- A. Consumer products
 - B. Services
 - C. Industrial products
 - D. Specially products
68. By which elements international marketing environment has been created?
- A. Mini environmental factors
 - B. High environmental factors
 - C. Both (a) and (b)
 - D. None of these
69. Treasury bills are issued by Reserve Bank, the maximum maturity method of these bills is-
- A. Zero to six months
 - B. Six months to one year
 - C. One to two year
 - D. None of the above
70. Which of the following theories advocates that countries should produce those goods for which it has the greatest relative advantage?
- A. Modern theory of international trade
 - B. The factor endowment theory
 - C. The Heckscher-Ohlin Theory
 - D. None of the above
71. Which of the following holds that a country can increase its wealth by encouraging exports and discouraging imports?
- A. Capitalism
 - B. Socialism
 - C. Mercantilism
 - D. Laissez faire
72. According to the theory of comparative advantage
- A. trade is a zero-sum game so that the net change in wealth or benefits among the participants is zero.
 - B. trade is not a zero-sum game so that the net change in wealth or benefits among the participants is positive
 - C. nothing definite can be said about the gains from trade
 - D. gains from trade depends upon factor endowment and utilization

73. Which of the following trade policies limits specified quantity of goods to be imported at one tariff rate?
- A. Quota
 - B. Import tariff
 - C. Specific tariff
 - D. All of the above
74. Trade between two countries can be useful if cost ratios of goods are:
- A. Undetermined
 - B. Decreasing
 - C. Equal
 - D. Different
75. The term Euro Currency market refers to
- A. The international foreign exchange market
 - B. The market where the borrowing and lending of currencies take place outside the country of issue
 - C. The countries which have adopted Euro as their currency
 - D. The market in which Euro is exchanged for other currencies
76. Which of the following theories suggests that firms seek to penetrate new markets over time?
- A. Imperfect Market Theory
 - B. Product cycle theory
 - A. Theory of Comparative Advantage
 - C. None of the above
77. Dumping refers to:
- A. Reducing tariffs
 - B. Sale of goods abroad at a lower price, below their cost and price in their home market
 - C. Buying goods at low prices abroad and selling at higher prices locally
 - D. Expensive goods selling for low prices
78. International trade and domestic trade differ because of:
- A. Different government policies
 - B. Immobility of factors
 - C. Trade restrictions
 - D. All of the above
79. The margin for a currency future should be maintained with the clearing house by
- A. The seller
 - B. The buyer
 - C. Either the buyer or the seller as per the agreement between them
 - D. Both the buyer and the seller
80. The following statement with respect to currency option is wrong
- A. Foreign currency- Rupee option is available in India
 - B. An American option can be executed on any day during its currency
 - C. Put option gives the buyer the right to sell the foreign currency
 - D. Call option will be used by exporters
81. Govt. policy about exports and imports is called:
- A. Commercial policy
 - B. Fiscal policy
 - C. Monetary policy
 - D. Finance policy
82. Which of the following is international trade?
- A. Trade between countries
 - B. Trade between regions
 - C. Trade between provinces
 - D. Both (b) and (c)

83. Market in which currencies buy and sell and their prices settle on is called the
- International bond market
 - International capital market
 - Foreign exchange market
 - Eurocurrency market
84. extension of marketing activities across the globe is called as _____.
- International Business
 - Universal Marketing
 - International Marketing
 - Borderless Marketing
85. _____ factors affect international marketing decisions.
- Political
 - Economical
 - Social
 - All of the above
86. EPRG stands for _____
- Ethical, Political, Regional or Geographical orientation
 - Ethnographic, Polygraphic, Regiographic or Geographic orientation
 - Ethnocentric, Polycentric, Regiocentric or Geocentric orientation
 - Ethical, Political, Regional or Geometrical orientation
87. The only difference in the definitions of domestic marketing and international marketing is that _____
- the marketing activities take place in more than one country
 - the marketing activities take place in one country only
 - the marketing activities take place in host country only
 - the marketing activities MUST take place in all countries
88. _____ is the performance of business activities that direct the flow of a company's goods and services to consumers or users in more than one nation for a profit.
- Intranational Marketing
 - International Marketing
 - Multinational Marketing
 - Universal Marketing
89. According to the trickle-down model, the invented products are first introduced in high income countries then shifted to upper-middle-income countries and finally are shifted to low-income
- Trickle down model
 - Shower model
 - Trickle shower model
 - Heckler model
90. Under _____, the strategy is to simultaneously introduce the newly developed product in all kinds of global markets.
- Trickle down model
 - Shower model
 - Trickle shower model
 - Heckler model
91. _____ refers to the selling of the products below the cost of production or at below the ongoing price in the market.
- Gate pricing
 - Dumping
 - Cheap pricing
 - Countertrade

92. An arrangement to pay for import of goods and services with something other than cash is known as _____
- A. Countertrade
 - B. Dumping
 - C. Drop shipping
 - D. Reversal buying
93. _____ consists of sources of data and procedures of obtaining data.
- A. International marketing data service
 - B. International marketing information system
 - C. International marketing intelligence system
 - D. International marketing artificial intelligence
94. _____ is an integrated and comprehensive network of information relating to all areas of international business having a direct or indirect bearing on marketing.
- A. International marketing data service
 - B. International marketing information system
 - C. International marketing intelligence system
 - D. International marketing artificial intelligence
95. _____ is the systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation facing the company.
- A. Business analytics
 - B. Marketing research
 - C. Marketing survey
 - D. Marketing information system
96. Large type of exporter will choose _____ type of distribution channel.
- A. Exclusive
 - B. Inclusive
 - C. Indirect
 - D. Direct
97. The term green Marketing in International Marketing is related to _____
- A. Influence of green color on marketing decisions
 - B. Environmental concerns and protection
 - C. Marketing of Natural Farming
 - D. Green house effect
98. International trade contributes and increases the world _____
- A. Population
 - B. Inflation
 - C. Economy
 - D. Trade Barriers
99. _____ refers to the tax imposed on imports.
- A. Imported Tax
 - B. Tariffs
 - C. Subsidies
 - D. Import Quotas
100. New product development starts with which one of the following steps of new product development?
- E. Idea screening
 - F. Idea generation
 - G. Test marketing
 - H. Concept testing

