

International marketing
TYBMS sem-VI Marketing

	Unit 1
1.	_____ is needed to bridge the gap between developed and developing nations. a. International trade b. Trade c. International marketing d. International audit
	Ans- (c) international marketing
2.	International marketing helps in _____ use of resources. a. Optimum b. Minimum c. Maximum d. Scarce
	Ans- (a) optimum
3.	International marketing _____ the price of goods and services, all over the world, due to specialisation. a. Decrease b. Increase c. Constant d. Does not affect
	Ans- (a) decrease
4.	International marketing is very _____. a. Sensitive b. Competitive c. Tedious d. Unmanageable
	Ans- (b) competitive
5.	_____ is the form of licencing in which a parent company grants another independent entity, the right to do business in a prescribed manner. a. Branding b. Licencing c. Outsourcing d. Franchising
	Ans- (d) franchising
6.	International marketing is carried on _____. a. Domestically b. Across national boundaries c. Interstate d. Locally
	Ans- (b) across national boundaries
7.	International marketing is always conducted on a _____. a. Small scale b. Large scale c. Limited scale d. Micro level

	Ans- (b) large scale
8.	International marketing is needed for developing closer economic and cultural cooperation between _____. A. Different countries B. Different states C. Different government D. Different companies
	Ans- (a) Different countries
9.	_____franchising may be more complicated than domestic franchising. A. Legal B. Political C. International D. Cultural
	Ans- (c) international
10.	_____ is a very common strategy of entering in foreign market. A. Cost cutting B. Planning C. Marketing D. Joint venture
	Ans- (d) joint venture
11.	_____ refers to the process of integration of world in to one huge market. A. Privatisation B. Segmentation C. Globalization D. Differentiation
	Ans- (c) globalization
12.	Franchising is a form of _____. A. Licencing B. Billing C. Accounting D. Dividing
	Ans- (a) licencing
13.	_____ among the countries increases the need of international marketing. A. International independence B. International interdependence C. International uniformity D. International similarity
	Ans- (b) international interdependence
14.	_____ company focus solely on domestic market and needs and wants of domestic customers. A. Export company B. Joint venture C. MNC D. Domestic company
	Ans- (d) domestic company
15.	_____ company serves primarily to domestic market and with limited adaptation

	to foreign customer's needs. A. Export company B. Domestic company C. Joint venture D. Transnational company
	Ans- (a) export company
16.	Global company is also called as _____ company. A. Domestic B. Export C. Regional D. Transnational
	Ans- (d) transnational
17.	Polycentric orientation is _____. A. Home country orientation B. Host country orientation C. Regional orientation D. World orientation
	Ans- (b) host country orientation
18.	_____ Orientation means that the opportunities outside the home country are ignored. A. Ethnocentric B. Polytechnic C. Regiocentric D. Geocentric
	Ans- (a) ethnocentric
19.	Under _____ a firm in one country permits a firm in another country to use its intellectual property. A. Exporting B. Licencing C. Importing D. Dumping
	Ans – (b) licencing
20.	The ASEAN stands for _____. a. Association of south- east Asian nations b. Association of south-east American nations c. Association of south-east African nations d. Association of south-east Australian nations
	e. Ans- (a) Association of south- east Asian nations
21.	_____ refers to the government policies and measures which obstruct the free flow of goods and services across national borders. a. Trade barriers b. Export c. Import d. Exchange
	Ans- (a) trade barriers
	Unit 2

1.	<p>The _____ is the international organization that oversees the global financial system by following the macroeconomic policies of its member countries.</p> <ul style="list-style-type: none"> a. IMG b. EU c. NAAFTA d. ASIA
	Ans- (a) IMF
2.	<p>The international finance corporation, an affiliate of the world bank, was established in _____.</p> <ul style="list-style-type: none"> a. 1960 b. 1982 c. 1953 d. 1956
	Ans- (d) 1956
3.	<p>_____ is the governmental action, policy or politically motivated event that might adversely affect the long term profitability, activities and operations of a business firm.</p> <ul style="list-style-type: none"> a. Political risk b. Social risk c. Economical risk d. Environmental risk
	Ans- (a) political risk
4.	<p>_____ intervention may be described as a decision taken by the government of the host country intended to force a change in the operations, policies and strategies.</p> <ul style="list-style-type: none"> a. Social b. Economical c. Legal d. Political
	Ans- (d) political
5.	<p>_____ is a type of pricing strategy for selling products in the foreign markets below cost, or below the price charged to domestic customers.</p> <ul style="list-style-type: none"> a. Niche b. Skimming c. Dumping d. Penetrating
	Ans- (c) dumping
6.	<p>_____ refers to surrounding, external objects, influences or circumstances under which someone or something exists.</p> <ul style="list-style-type: none"> a. Environment b. Politics c. Culture d. Business
	Ans- (a) environment
7.	<p>International business environment means that the factors that surround the_____.</p> <ul style="list-style-type: none"> a. countries, b. company

	<ul style="list-style-type: none"> c. International business d. Strategy
	Ans- (c) international business
8.	<p>_____ is generally related to those external forces, which have direct economic effect upon business.</p> <ul style="list-style-type: none"> a. Political environment b. Cultural environment c. Technological environment d. Economic environment.
	Ans- (d) economic environment
9.	<p>_____ is a set of traditional believes and values that are transmitted and shared in a given society.</p> <ul style="list-style-type: none"> A. Culture B. Economy C. Technology D. Environment
	Ans- (a) culture
10.	<p>The _____ is an international financial institute that provides financial and technical assistance to developing countries for development programs.</p> <ul style="list-style-type: none"> a. International bank b. Swiss bank c. World bank d. NAAFTA
	Ans- (c) world bank
11.	<p>_____ Licencing is imposed by nations to control the unnecessary purchase of goods from other countries.</p> <ul style="list-style-type: none"> A. Export B. Import C. Goods D. Services
	Ans- (b) import
12.	<p>Culture describes the kind of _____ considered acceptable in a society.</p> <ul style="list-style-type: none"> A. Status B. Respect C. Behaviour D. Logic
	Ans- (c) behaviour
13.	<p>International marketing _____ is about grabbing opportunities in a foreign market after studying the consumer needs, attitudes, behaviour and market.</p> <ul style="list-style-type: none"> A. Research B. planning C. organising D. staffing
	Ans- (a) research
14.	<p>The international marketing research involves a sound assessment of a</p> <ul style="list-style-type: none"> A. domestic market

	<p>B. international market</p> <p>C. local market</p> <p>D. home country market</p>
	Ans- (b) international market
15.	<p>_____ factors like the size of population, growth rate of population, age composition, family size, nature of the family, income levels etc.</p> <p>a. social</p> <p>b. economic</p> <p>c. political</p> <p>d. demographic</p>
	Ans- (d) demographic
16.	<p>_____ relates to the laws and regulations governing the conduct of business activities in the country.</p> <p>a. Political environment</p> <p>b. Legal environment</p> <p>c. Social environment</p> <p>d. Cultural environment</p>
	Ans- (b) legal environment
17.	<p>IFC stands for _____</p> <p>a. International finance corporation</p> <p>b. International finance company</p> <p>c. Indian finance company</p> <p>d. International foundation corporation</p>
	Ans- (a) international finance corporation
18.	<p>Male dominance or female dominance in the country is given _____ dimension by Hofstede.</p> <p>a. Masculinity v/s Femininity</p> <p>b. Uncertainty avoidance</p> <p>c. Individualism v/s collectivism</p> <p>d. Power distance</p>
	Ans- (a) Masculinity v/s Femininity
19.	<p>Uncertainty avoidance dimension of Hofstede states that _____</p> <p>a. Concept of life does not belong to one but belong to the society</p> <p>b. Amount of power distributed by the culture between management and their subordinates.</p> <p>c. People avoid participating in activities about which they are not sure.</p> <p>d. Male and female dominance in the society</p>
	Ans- (c)
20.	<p>_____ is the legal system based on religious doctrine, precepts and beliefs.</p> <p>a. Theocratic law</p> <p>b. Criminal law</p> <p>c. Civil law</p> <p>d. International law</p>
	Ans- (a) theocratic law

	Unit 3
1	<p>_____ means dividing the market of potential customers into homogeneous sub-groups.</p> <ul style="list-style-type: none"> a. Pricing b. Distribution c. Market segmentation d. Innovation
	Ans- (c) market segmentation
2.	<p>_____ is the process of deciding the price to be quoted in the export market in order to achieve pricing objectives.</p> <ul style="list-style-type: none"> a. Export pricing b. Distribution c. Market segmentation d. Differentiation
	Ans- (a) export pricing
3.	<p>_____ in foreign markets is much more severe than in the domestic market.</p> <ul style="list-style-type: none"> a. Sales b. Distribution c. Segmentation d. Competition
	Ans- (d) competition
4.	<p>An _____ organization considers various factors to determine the appropriate pricing structure.</p> <ul style="list-style-type: none"> a. Domestic b. International c. Current d. Regional
	Ans- (b) international
5.	<p>_____ decision pertains to the type of products and product patients to be offered to the market.</p> <ul style="list-style-type: none"> A. Product mix B. Pricing mix C. Costing mix D. Segmenting mix
	Ans- (a) product mix
6.	<p>_____ is the image projected for the product.</p> <ul style="list-style-type: none"> A. Positioning B. Segmenting C. Projecting D. Advertising
	Ans- (a) positioning
7.	<p>_____ means introducing the product in the market without any change.</p> <ul style="list-style-type: none"> A. product differentiation B. product specialisation C. product standardisation D. product specification

	Ans- (c) product standardisation
8.	_____ Describes the diffusion process of innovation across countries. A. international product life cycle B. international product standardisation C. international product differentiation D. international product specialisation
	Ans- (a) international product life cycle
9.	Packaging refers to the transport _____. A. Container B. Conveyor C. Communication D. Cost
	Ans- (a) container
10.	_____ is the process of fixing labels on the export product. a. Billing b. Selling c. Labelling d. filing
	Ans- (c) labelling
11.	_____ means selling in the foreign market at a price below the home market price. a. Ad-valorem b. Dumping c. Specific duty d. surplus
	Ans- (b) dumping
12.	Product _____ means altering or modifying the product to meet the needs of local condition, tastes, likes, dislikes and preferences. a. Standardisation b. Extension c. Adaptation d. Isolation
	Ans- (c) adaptation
13.	_____ refers to introducing the product in a foreign, market in the same form and with same promotional message that the company uses in the domestic market. a. Straight extension b. Straight expansion c. Straight isolation d. Straight standardisation
	Ans- (a) straight extension
14.	_____ refers to introducing the product in the same form but with modified promotion message. a. Standardisation b. Straight extension c. Communication adaptation d. Invention
	Ans- (c) communication adaptation

15.	_____ means creating a new product altogether to meet the requirement of foreign buyers. a. Product invention b. Product extension c. Product standardisation d. Product specification
	Ans- (a) Product invention
16.	In _____ stage, the innovating firm competitive advantage almost disappears and the LDCs start production to satisfy their needs. a. Maturity b. Local innovation c. Worldwide innovation d. Reversal
	Ans-(d) Reversal
17.	_____ Refers to the transport container a. Packaging b. Advertising c. Labelling d. Selling
	Ans- (a) Packaging
18.	_____ Ensures that the product will reach the destination undamaged. a. Transport packaging b. Primary packaging c. Secondary packaging d. Export packaging
	Ans- (a) Transport packaging
19.	Protection, preservation and presentation of a product are taken care by _____ a. Pricing b. Labelling c. Advertising d. Packaging
	Ans- (d) Packaging
20.	_____ was set up as a national institute jointly by the Ministry of Commerce, Government of India and the Indian Packaging Industry to improve the standards of the packaging needed. a. IIP b. IPL c. ITP d. LTP
	Ans- (a) IIP
21.	A _____ is called a market in which the products are sold outside the authorised distribution channels. a. Yellow market b. White market

	<ul style="list-style-type: none"> c. Green market d. Grey market
	Ans- (d) grey market
22.	<p>_____ refers to a promotional technique that is used to target a large number of customers at minimum cost per head.</p> <ul style="list-style-type: none"> a. Packaging b. Planning c. Advertising d. selling
	Ans- (C) advertising
	Unit 4
1.	<p>_____ service marketing is the exchange of services between different countries involving buyers and sellers.</p> <ul style="list-style-type: none"> a. International b. Global c. Domestic d. Local
	Ans- (b) global
2	<p>_____ helps organization to lower their costs.</p> <ul style="list-style-type: none"> a. Production b. System c. Technology d. Planning
	Ans- (c) technology
3	<p>_____ culture of every organization differs from one another depending on the policies, and procedures of an organization.</p> <ul style="list-style-type: none"> a. International b. Global c. Domestic d. Service
	Ans- (d) service
4.	<p>_____ environment refers to the environment in which there is an intense competition among organizations.</p> <ul style="list-style-type: none"> a. Competitive b. Administrative c. International d. Conservative
	Ans- (a) competitive
5.	<p>_____ involves identifying the potential customers all over the world</p> <ul style="list-style-type: none"> a. Domestic marketing b. International marketing c. Direct marketing d. Local marketing
	Ans- (b) International marketing

6.	International organization design refers to the structure of a _____. a. Global organization b. Domestic organization c. Small organization d. Big orzaniation
	Ans- (a) Global organization
7.	_____ is important for checking whether the operations of international organization are in line with the set of plans or not. a. control b. planning c. Communication d. decision making
	Ans- (a) control
8.	_____are designed and implemented when an organization plans to sale the products outside the domestic place. a. Pricing b. Labelling c. packaging d. international strategies
	Ans- (d) international strategies
9.	_____refers to selecting the most favourable location for conducting a business to get maximum benefit. a. location advantage b. packaging advantage c. pricing advantage d. communication advantage
	Ans- location advantage
10.	International division structure includes organization that has two main divisions which has _____. a. Domestic division and international division b. Product division and service division c. Export division and import division d. Fixed cost division and variable cost division
	Ans- (a) domestic division and international division
11.	The product structure implies a structure where subsidiaries report to product division called as _____. a. Strategic business units b. Small business units c. Sole business units d. International business units
	Ans- (a) Strategic business units
12.	_____control implies a control that is exercised when the strategy is being implemented in the organization. a. Concurrent b. Fixed

	<ul style="list-style-type: none"> c. Variable d. implicit
	Ans- (a) Concurrent
13.	<p>When organizations involve in the exporting of products, the responsibility of handling international operational is assigned to_____</p> <ul style="list-style-type: none"> a. Import dept. b. Product dept. c. Service dept. d. export dept.
	Ans- (d) export dept.
14.	<p>_____ refers to an organizational structure where operations are organized as per the region or country.</p> <ul style="list-style-type: none"> a. Worldwide regional division structure b. International division structure c. Product division structure d. Matrix division structure
	Ans. (a) Worldwide regional division structure
15	<p>_____refers to a global structure in which functional and product expertise are integrated into teams.</p> <ul style="list-style-type: none"> a. Worldwide regional division structure b. International division structure c. Product division structure d. Matrix division structure
	Ans- (d) Matrix division structure
16	<p>_____refers to a control that exercise before the strategy is implemented I the organization</p> <ul style="list-style-type: none"> a. Feed forward control b. Concurrent control c. Feedback control d. Fixed control
	Ans- (a) feed forward control
17	<p>_____is also known as pre-control, preventive control, preliminary control or steering conro;</p> <ul style="list-style-type: none"> a. Feed forward control b. Concurrent control c. Feedback control d. Fixed control
	Ans- (a) feed forward control
18	<p>Concurrent control is also called as _____</p> <ul style="list-style-type: none"> a. Screening control b. Preventive control c. Pre-control d. Preliminary control
	Ans- (a) screening control
19	<p>_____control is exercised when the strategy is implemented in an organization.</p> <ul style="list-style-type: none"> a. Feed forward control

	<ul style="list-style-type: none"> b. Concurrent control c. Feedback control d. Fixed control
	Ans-(c) Feedback control
20	<p>Feedback control is also called as _____</p> <ul style="list-style-type: none"> a. Screening control b. Post action control c. Feedforward control d. Concurrent control
	Ans- (b) Post action control
21	<p>In _____ the firm increases market share by lowering the cost of its product, reducing the selling price and increasing the sales volume.</p> <ul style="list-style-type: none"> a. Cost leadership strategy b. Differentiation strategy c. Focused strategy d. Specific strategy
	Ans-(a) cost leadership strategy
22	<p>In _____ strategy the firm increases its market share, sales volume and profits by focusing on a section rather than the entire market</p> <ul style="list-style-type: none"> a. Cost leadership strategy b. Differentiation strategy c. Focused strategy d. Specific strategy
	Ans- (c) Focused strategy