



ARKAJAIN
University
Jharkhand

16/5/22

4th Semester End Term Examination: 2021-22.

Subject : International Marketing Roll No:

Course : MBA

Full Marks : 70

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; **Don't Write On The 1st Page Backside.**
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
- Possession of **Mobile Phones** or any kind of **Written Material, Arguments with the Invigilator or Discussing with Co-Student** will come under **Unfair Means** and will **Result** in the **Cancellation of the Papers.**

PART - A

Multiple Choice Questions

[12x1=12]

1. Which of the following products will be a candidate for standardized promotion?
a) McDonald's Burgers
b) Nokia Phone
c) Volkswagen Cars
d) Cadbury's Chocolate
2. Who is the 'Global brand Ambassador' of 'Tata Motors'?
a) Irfan Pathan
b) Sachin Tendulkar
c) Lionel Messi
d) Akshay Kumar
3. Which is the first step in 'International Marketing Research'?
a) Finding solution of the problem
b) Identification of information sources
c) Defining the Problem
d) Data Collection
4. Which of the following is not a type of International Market Research Study?
a) Market information Studies
b) Product information Studies
c) Environment information Studies
d) Study of Fraud in the company
5. Promotional Information Search, is related search of
a) Media availability information
b) Endorsers information
c) Competitive Advertisement Study
d) All of the above

6. Which of the following is NOT a mode of entry into a Foreign market?
- Internet
 - Joint Venture
 - Border Selling
 - Commission Agents
7. Full form of FDI is.
- Foreign Daily Investment
 - Freight Daily Investment
 - Foreign Direct Investment
 - Foreign Daily International
8. International Franchising has become a driving force into internationalization of many Industries EXCEPT
- Clothing
 - Freshly cut flowers
 - Fast food
 - Petroleum products
9. Which of the following Market Entry modes allows the organization to exercise the highest level of involvement and control?
- Being a Franchisee
 - Being a wholly owned subsidiary
 - Merger
 - None of the above
10. Which of the below mentioned is NOT included in the Study of Environmental Factors?
- Legal Factors
 - Cultural Factors
 - Climatic Factors
 - All of the above need to be studied
11. Which of the following is NOT an uncontrollable Environmental Factor?
- Legal Factors of a country
 - Climate of a country
 - Availability of Technology
 - Culture followed by the people
12. Which of the following is not a McDonald's Product in India?
- Beef Burger
 - Aalu tikki burger
 - Pizza McPuff
 - Mc Veggie Burger

PART - B

Answer any FOUR out of SIX

[4x7=28]

- How does a marketer decide between Uniform pricing and Adaptive pricing for marketing a brand in different countries? Explain the factors affecting the pricing strategy.
- How do you differentiate between Domestic Marketing and International Marketing?
- Explain the various International Channel Strategies.
- "An international marketer has to pass through various stages of marketing research before entering the foreign markets." Elaborate.
- "There may be various benefits of going global." Elaborate.
- Briefly explain the International Product Life Cycle Stages.
What are different segmentation variables a marketer could use?

PART - C

Answer any TWO out of FOUR

[2x15=30]

- You are a marketer dealing in 'Handloom products' in India. With huge popularity of your brand in India, the organization has decided to expand its business overseas. Transforming from domestic marketing to International marketing, what factors would you study before deciding to go global?
- International Pricing is effected by multiple factors." Elaborate with examples.
- "International Product policy is effected by multiple factors, those help to take the decision between Standardization vs Adaptation." Illustrate.
- Explain the various kinds of distribution channel options available to the international marketer.