

Sample Question Paper

Subject- International Marketing

Subject code 50

Note – This is a sample Question paper for student's exam reference only, might be pattern of paper can be change in actual examination.

Q.1 Which of the following statement is not true about the concept of marketing? a) It is a supply side concept b) It is a demand side concept c) Marketing is concerned with need of buyers/clients d) Marketing may also include sales into its ambit

1. a
2. b
3. b, c & d
4. a & d

Correct Answer :-

a

Q.2 Every country has shortage as well as surplus of one or the other commodities. So which of the following will a country like to prefer while importing?

1. Commodities which have comparative cost disadvantage
2. Commodities, which have comparative cost advantage
3. Both of these
4. None of these

Correct Answer :-

Commodities which have comparative cost disadvantage

Q.3 Which of the following are features of international marketing? a) Need for market survey and media research b) Short term planning c) Wide scope for expansion of marketing activities d) Earning of foreign exchange

1. a, b, c & d
2. b, c & d
3. a, c & d
4. b & d

Correct Answer :-

a, c & d

Q.4 Due to globalization, Information Technology has advanced and brought the world closer. How has this affected the production strategy? a) More accuracy in production planning b) Product quality of international standard c) More relevant costing d) Marketers are more production oriented than consumer oriented

1. a, b, c & d
2. b, c & d
3. a, b & c
4. b & d

Correct Answer :-

a, b & c

Q.5 The customer assumes a cost of a product or service. By which of the following, the marketer can increase the value of the customer offering in consumer's mind? a) Raise benefits of the product b) Reduce cost of the product c) Raise benefits more than the raise in the cost d) Raise benefits and reduce costs

1. a, b, c & d
2. b, c & d
3. a & c
4. b & d

Correct Answer :-

a, b, c & d

Q.6 Compared to Singapore, South Korea & Taiwan, India seems to be lagging behind in Export Earning despite of its vast potential.

1. TRUE
2. FALSE

Correct Answer :-

TRUE

Q.7 Due to globalization, when all other countries are looking at India as an emerging market for their goods, does India need to take special steps to increase its own export to these countries?

1. Yes

2. No

Correct Answer :-

Yes

Q.8 Which of the following are consular formalities imposed by importing countries?

- a) Import certificate
- b) Certificate of origin
- c) Custom regulation
- d) Consular invoice

1. a, b, c & d

2. b, c & d

3. a & d

4. a, b & d

Correct Answer :-

a, b & d

Q.9 Which of the following is the full form of EFTA?

- 1. European Foreign Trade Association
- 2. European Federation of Tariffs
- 3. European Free Trade Association
- 4. Eastern Federation of Trade Association

Correct Answer :-

European Free Trade Association

Q.10 Which of the following countries is not a member of APEC (Asia Pacific Economic Cooperation)?

- 1. Japan
- 2. China
- 3. India
- 4. Australia

Correct Answer :-

India

Q.11 Amongst trade blocks, at which position a trade block consisting of six members i.e. Argentina, Brazil, Paraguay, Uruguay, Bolivia and Chile (Mercosur) stand?

1. 1st
2. 2nd
3. 3rd
4. 4th

Correct Answer :-

3rd

Q.12 Which of the following countries is not a member of NAFTA?

1. USA
2. Brazil
3. Canada
4. Mexico

Correct Answer :-

Brazil

Q.13 Periodic multilateral negotiations for liberalizing trade are known as which of the following?

1. Cycle Meets
2. Trade Conferences
3. Trade Rounds
4. Multilateral Trade Meets

Correct Answer :-

Trade Rounds

Q.14 Which of the following statement is true about WTO (World Trade Organisation)?

- a) It has replaced GATT
- b) It provides institutional and legal framework for global trading system
- c) It came in existence in Marrakesh in 1994
- d) It has headquarter in Moscow

1. a, b, c & d
2. b, c & d
3. a, b & c

4. c & d

Correct Answer :-

a, b & c

Q.15 The act of identifying and profiling distinct groups of buyers who might require products or marketing mixes is known as:-

1. Market Segmentation
2. Market Targeting
3. Market Positioning
4. None of these

Correct Answer :-

Market Segmentation