

## International Marketing

1. When the conditions of use, tastes and preferences of consumers, purpose of the use or need satisfaction, regulatory environment, the buying capacity of the consumers etc. are not the same in the different markets, it calls for:-

- (1) **Product modifications**
- (2) Innovations
- (3) Change in design
- (4) Change in marketing strategy

2. Sometimes, institutional credit is extended to foreign buyers instead of exporters. The buyers credit is extended, usually to the buyers of capital goods.

- (1) **True**
- (2) False

3. Packaging to be satisfactory should satisfy the following:-

- It should be capable of understanding the hazards of handling and transport
- It should be easy to handle
- It should be manageable to quick examinations of contents
- It should be easy to identify
- It should be adequately marked
- Must conform to buyers specification

- (1) False
- (2) **True**

4. Technical, industrial and commercial steps which lead to the marketing of new manufactured products, commercial use of new manufactured products and commercial use of technical process and equipment are:-

- (1) Strategic marketing may be defined as above, in the business contacts
- (2) Advanced marketing may be defined as above, in the business contacts
- (3) **Innovation may be defined as above, in the business contacts**
- (4) None of the above

5. The copying and marketing of products is made difficult by:-

- (1) a) Patent
- (2) b) Legal restrictions
- (3) **Both (a) & (b)**
- (4) None of the above

6. An exporter incurs several other costs, besides production costs. These costs may be cost of holding stocks, packing, transport, documentation, pre-shipment inspection, insurance, etc. Such costs are termed as:-

- (1) Differential costs
- (2) Delivery costs
- (3) **Selling and delivery costs**
- (4) Marginal costs

7. When the seller delivers the goods by placing them along side the vessel at the named part of shipment. The buyer bears all costs and risks of loss of or damage to the goods from that moment. Here the terms is known as:-

- (1) FCA
- (2) **FAS**
- (3) FOB
- (4) None of the above

8. Export Performance Guarantee is provided by ECGC. It is a type of:-

- (1) Bank guarantee
- (2) Performance guarantee
- (3) Export guarantee
- (4) **Financial guarantee**

9. Level of economic development, size of national market, economic policies and ability to act as regional or global hub affect the:-

- (1) **Country bargaining power**
- (2) Individual bargaining power
- (3) Global bargaining power
- (4) Company bargaining power

10. The major drawback of India's export sector is due to:-

- (1) Realistic assessment of the overall effect of modernization
- (2) Absence of proper environmental analysis and definite objectives
- (3) Economically efficient development of as sector on export earnings
- (4) **All of the above**

11. The packing and marking should be of recommended standards or as per specifications laid down by the buyer. In case of dangerous goods, packing instructions are also given by:-

- (1) Shipping agents
- (2) **Shipping companies**
- (3) Export promotion council
- (4) Customs authority

12. The shipping bill, passed by the export department, has to be presented to the \_\_\_\_\_ for permission to bring in the cargo for export.

- (1) Shed Manager
- (2) Cargo Supervisor
- (3) Steamship company
- (4) **Any of the above**

13. After the cargo is loaded on the ship, the Commanding Office of the ship issues a \_\_\_\_\_. It contains information about the name of the vessel, berth, date of shipment, description of packages, marks and numbers, condition of the cargo at the time of receipt on board the ship.

- (1) Delivery challan
- (2) **Mate receipt**
- (3) Port challan
- (4) Shipper's receipt

14. The system of moral principles and rules of conduct applied to business is known as:-

- (1) Moral ethics
- (2) **Business ethics**
- (3) Social ethics
- (4) Conduct ethics

**15.** The money paid for bribes to secure business overseas is a legitimate tax write-off in countries like:-

- (1) Japan and Korea
- (2) India and China
- (3) Italy and Russia
- (4) **Germany and France**