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International Marketing

11:00am to 1:00pm

Semester – IV(MARKETING)

June 13, 2010

SECTION A (ONE MARKS)

(1) In determining salesforce size, when a company groups accounts into different size classes and then determines the number of salespeople needed to call on them the desired number of times, it is called the:

- (a) key-size approach.
- (b) work-load approach.
- (c) product-need approach.
- (d) call-service approach.

Answer : B

(2) The direct channel has this limitation.

- (a) market exploitation
- (b) control
- (c) communication
- (d) cost

Answer : D

(3) This method of payment makes goods available to a buyer before payment.

- (a) letter of credit
- (b) sight draft
- (c) time draft
- (d) documents against payment

Answer : C

(4) This financial instrument is a document, issued by a bank at a buyer's request in favor of a seller, promising that the bank will pay an agreed amount of money upon its receipt of certain documents.

- (a) sight draft
- (b) time draft
- (c) bill of exchange
- (d) letter of credit

Answer : D

(5) Data collection or scanning can be done by two methods: surveillance or

- (a) Perception
- (b) Search
- (c) Human sources
- (d) Strategy making

Answer : B

(6) The study of international marketing should focus primarily on

- (a) product
- (b) place
- (c) promotion
- (d) all of the above

Answer : D

- (7) Midsize German companies' contribution to Germany's export success is
- (a) significant
 - (b) minor
 - (c) uneven
 - (d) unpredictable

Answer : A

- (8) OPIC does not insure U.S. investments against this type of political risk.
- (a) currency inconvertibility
 - (b) expropriation
 - (c) war, revolution, and civil strife
 - (d) all of the above can be insured

Answer : D

- (9) An extreme product design strategy involves _____, whereby the firm introduces a unique product in each country.

- (a) Project
- (b) Mass Production
- (b) Customization
- (d) Batch Production

Answer : B

- (10) It is one so high that no one imports any of that tariff.
- (a) revenue tariff
 - (b) protective tariff
 - (c) prohibitive tariff
 - (d) none of the above

Answer : C

- (11) The mission of this organization is to promote private investment in developing countries through insuring investment against political risk.

- (a) WTO
- (b) MIGA
- (c) IMF
- (d) GATT

Answer : B

- (12) The basic problem with a unbranded product is that its demand is strictly a function of _____.

- (a) quality
- (b) price
- (c) availability
- (d) promotion

Answer : B

- (13) An enterprise in which two or more investors share ownership and control over property rights and operation is known as _____.

- (a) Strategic Alliance
- (b) Joint venture
- (c) Co-ownership
- (d) Synergy

Answer : B

(14) Original research that a firm does for itself is known as _____ research.

- (a) Primary
- (b) Secondary
- (c) Survey
- (d) Tertiary

Answer : A

(15) A distinct and identifiable cultural group that has characteristics unique to it are known as _____.

- (a) reference groups
- (b) subculture
- (c) ethnic origin
- (d) cultural diversification

Answer : B

(16) _____ is where retailers get together and agree to limit competition.

- (a) trade partnering
- (b) collusion
- (c) tying
- (d) partnering

Answer : B

(17) The use of _____ marketing is growing rapidly due to increased use of credit cards.

- (a) indirect
- (b) online
- (c) direct
- (d) virtual

Answer : C

(18) _____ is the act of reducing government-imposed constraints on the behavior of actors of the economy.

- (a) Privatization
- (b) Liberalization
- (c) Free Trade
- (d) Open Trade

Answer : B

(19) Trade shows and _____ are other promotion vehicles that are increasingly important in the promotional mix, especially for industrial products and in the international marketplace.

- (a) Dumping
- (b) Exhibitions
- (b) Skimming
- (d) Piggy-backing

Answer : B

(20) The market _____ pricing strategy is a deliberate attempt to reach a market segment that is willing to pay a premium price for a product.

- (a) Churning

- (b) Innovation
(b) Skimming
(d) Purchasing Power Parity

Answer : B

() SECTION B

(21) Compared to advertising in terms of promotion dollars, advertising has as share.

- (a) larger
(b) same
(c) lower

Answer : A

(22) _____ describes changes in an individual's behavior arising from experience.

- (a) Modeling
(b) Motivation
(c) Perception
(d) Learning

Answer : D

(23) The total number of items that the company carries within its product lines refers to the _____ of the product mix.

- (a) width
(b) depth
(c) length
(d) consistency

Answer : C

(24) A _____ is a good offered either free or at low cost as an incentive to buy a product.

- (a) patronage reward
(b) spiff
(c) price pack
(d) premium

Answer : CB

(25) Ranbaxy to takeover _____ a France based Firm.

- (a) Daewoo
(b) Flag International
(c) RPG Aventis
(d) CP Pharmaceutical

Answer : C

(26) This is not a reason for using a manufacturer's export agent.

- (a) thin overseas markets
(b) geographically widespread market
(c) established product
(d) simplification of business

Answer : C

(27) In the _____ cultures, less information is required in the verbal

- (a) high context culture
- (b) low context culture
- (c) global culture
- (d) multinational culture

Answer : A

(28) A _____ is designed primarily to raise money for the government.

- (a) Ad valorem tariff
- (b) Revenue tariff
- (c) Specific tariff
- (d) Protective tariff

Answer : B

(29) The _____ campaign develops a uniform image for the company or brand worldwide.

- (a) global umbrella
- (b) global dressing
- (c) global advertising
- (d) global envelope

Answer : A

(30) In order to play it safe, a company should do test marketing in each foreign country.

- (a) True
- (b) False

Answer : B

(31) Devaluation is the _____ & revaluation an _____ in the value of one currency vis-à-vis other currencies.

- (a) Rise , Skimming
- (b) Increase, Decrease
- (b) Reduction, Increase
- (d) Rise, Decentralization

Answer : B

() SECTION C

(32) The system which gives LDCs' exports a preferential treatment is called

- (a) GATT
- (b) GSP
- (c) UNCTAD
- (d) MFN

Answer : B

(33) The most important reason behind the utilization of market segmentation is

- (a) market heterogeneity
- (b) positioning
- (c) test marketing
- (d) product life cycle

Answer : A

(34) The risk of nationalization will likely be more in the future.

- (a) True
(b) False

Answer : B

(35) This world organization monitors trade and resolves disputes.

- (a) WTO
(b) GSP
(c) UNCTAD
(d) World Bank

Answer : A

(36) The political threats to MNCs' foreign investments are more likely to be "creeping expropriation" than conventional expropriation.

- (a) True
(b) False

Answer : A

(37) A child in the United States is normally exposed to all of the following values EXCEPT:

- (a) achievement and success.
(b) activity and involvement.
(c) material comfort.
(d) collectivism.

Answer : D

(38) _____ is the reduction and _____ an increase in the value of one currency vis-à-vis other currencies.

- (a) revaluation, devaluation
(b) devaluation, revaluation
(c) price escalation, price skimming
(d) price skimming, price escalation

Answer : B