

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2014-2015

COURSE : 3RD Semester of M.Sc. in HA
SPECIALISATION : Sales & Marketing
SUBJECT : International Marketing
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

- Q.1. Define the following terms:
(a) Market Segment (b) Market Research
(c) Product Mix (d) Sales Promotion
(e) Advertising (5x2=10)
- Q.2. Discuss the difference between domestic and international marketing. (10)
- Q.3. Discuss various service institutions in facilitating trade. (10)
- Q.4. What is pricing strategy? Discuss the pricing strategy followed in international trade. (10)
- Q.5. What is meant by pricing of product and discuss the pricing in international marketing?
OR
Discuss the theory of Absolute advantage in international trade. (10)
- Q.6. Discuss in detail the political and legal environment of business.
OR
Discuss in detail the kind of documentation involved in international trade. (10)
- Q.7. Discuss various regional economic groupings for facilitating trade.
OR
Discuss the role of advertising in international business. (10)

Q.8. Discuss the concept of Product Mix and the International Product Mix in international marketing.

OR

Discuss the cultural and economic environment of business in detail.

(10)

Q.9. Write short notes on **any two** of the following:

- (a) Export Promotion Council.
- (b) Theory of comparative advantage in international trade.
- (c) International Product Life Cycle.

(2x5=10)

Q.10. Choose the correct option:

- (i) Various modes of entry into international business is:
 - (a) Exporting
 - (b) Licensing
 - (c) Joint venture
 - (d) All of the above

- (ii) Study of international marketing should focus primarily on:
 - (a) Product
 - (b) Place
 - (c) Promotion and pricing
 - (d) All of the above

- (iii) This kind of international marketing study contrasts two or more marketing systems to identify similarities and differences:
 - (a) Domestic marketing
 - (b) Foreign marketing
 - (c) Comparative marketing
 - (d) Extensive marketing

- (iv) For practical purposes, the difference between the concept of international marketing and the concept of multinational marketing is:
 - (a) Significant
 - (b) Insignificant
 - (c) Meaningful
 - (d) Adequate

- (v) Compared to local brands, a worldwide brand has this advantage:
 - (a) Pronunciation
 - (b) Marketing impact
 - (c) Connotations
 - (d) Quality variations

- (vi) A private brand makes it possible for a retailer to offer a product at:
- (a) Higher price and higher margin
 - (b) Lower price and higher margin
 - (c) Lower price and lower margin
 - (d) Higher price and lower margin
- (vii) A seller should bill in a _____ currency:
- (a) Strong
 - (b) Moderate
 - (c) Weak
 - (d) None of the above
- (viii) This type of dumping occurs when a marketer sells its product at a loss so as to drive out competition:
- (a) Sporadic
 - (b) Predatory
 - (c) Persistent
 - (d) Reverse
- (ix) Intellectual property includes:
- (a) Patent
 - (b) Trademark
 - (c) Copyright and trade secret
 - (d) All of the above
- (x) This country does not allow advertising:
- (a) China
 - (b) Russia
 - (c) India
 - (d) All of them permit advertising

(10x1=10)
