

NATIONAL COUNCIL FOR HOTEL MANAGEMENT AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2019-2020

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. Discuss in detail the various theories applicable in international trade. (10)
- Q.2. Enumerate upon the differences between domestic and international marketing. Give relevant examples applicable in hotel industry. (10)
- OR**
- Discuss the role of banks in international trade. (10)
- Q.3. Discuss the various characteristics that determine the business and market environment of a country. Enumerate the characteristics in detail. (10)
- OR**
- The EPRG framework has implications on the strategy formulation process. Explain with relevant examples. (10)
- Q.4. Explain the process of market selection. What factors influence international market selection? (10)
- OR**
- Describe the components of international advertising strategy. Give relevant examples. (10)
- Q.5. Write short notes on **any two** of the following: (2x5=10)
- (i) International Product Life Cycle
 - (ii) India Trade Promotion Organisation
 - (iii) Export Promotion Council
- Q.6. Discuss the techniques of interviewing as part of marketing research. (10)
- OR**
- Discuss the international distribution channels in international marketing. (10)
- Q.7. List and discuss in detail the various documents connected with import. (10)
- Q.8. Explain the following terms: (5x2=10)
- (i) Bill of lading
 - (ii) IMF (International Monetary Fund)
 - (iii) Airway bill
 - (iv) Inspection certificate
 - (v) Commercial invoice
- Q.9. Explain the 7 P's of Market Mix (10)

Q.10. Choose the correct option:

- (a) Study of international marketing should focus primarily on:
- | | |
|---------------|----------------------------|
| (i) Place | (ii) Promotion and pricing |
| (iii) Product | (iv) All the above |
- (b) When management believes or assumes that the home country is superior and the needs of the home country are most relevant in terms of doing business internationally, then management is thought to have a 9n) _____ business orientation:
- | | |
|------------------|-------------------|
| (i) Ethnocentric | (ii) Regiocentric |
| (iii) Geocentric | (iv) Polycentric |
- (c) Who explained the theory of absolute advantage in 1776:
- | | |
|---------------------|---------------------|
| (i) Paul Adams | (ii) Adam Smith |
| (iii) David Ricardo | (iv) Michael Porter |
- (d) Which of the following activity is not the part of global marketing arena:
- | | |
|--|------------------------------|
| (i) Export marketing | (ii) International marketing |
| (iii) Multinational marketing global marketing | (iv) Local markets |
- (e) Agencies for export promotion at state level function in how many tiers:
- | | |
|-----------|------------|
| (i) Two | (ii) Four |
| (iii) Six | (iv) Eight |
- (f) Indian Institute of Foreign Trade (IIFT) is situated in:
- | | |
|-----------------|--------------|
| (i) Mumbai | (ii) Chennai |
| (iii) New Delhi | (iv) Cochin |
- (g) An exporting firm is subject to political risk which includes:
- | | |
|---------------------|------------------------|
| (i) Domestication | (ii) Blockage of funds |
| (iii) Expropriation | (iv) All the above |
- (h) Which of the following is not an auxiliary document:
- | | |
|----------------------|--------------------|
| (i) Dock challan | (ii) Shipping bill |
| (iii) Shipping order | (iv) Mate receipt |
- (i) OGL stands for:
- | | |
|---------------------------|---------------------------|
| (i) On Government license | (ii) Open General License |
| (iii) Off Good Lading | (iv) None of the above |
- (j) Which are not the main factors in formulating creative content of foreign advertising include:
- | | |
|--------------------------|----------------------------------|
| (i) Geographical factors | (ii) Legal factors |
| (iii) Cultural factors | (iv) Production and cost factors |

(10x1=10)
