**BBA-6, IM Model Question Paper End Semester**

1. **Multiple Choice Questions:- (compulsory) 15x2=30**

**1-According to American Marketing Association (AMA), international marketing is the multinational process of \_\_\_ of ideal goods and services.**

(A) Planning and executing the conception

(B) Pricing and promotion

(C) Distribution

(D) all of the above

**2-When a business crosses the borders of a nation, it becomes \_\_\_ .**

(A) complex

(B) Productive

(C) Profitable

(D) None of the above

**3- The factor(s) that contributes maximum to the complexity of the global markets.**

(A) Environmental

(B) Cultural dynamics

(C) Both (A) and (B)

(D) Financial

**4-The environmental and cultural dynamics of the markets of different countries can be understood only by studying**

(A) Their faiths and fancies

(B) Their patterns of life

(C) Their social interactions

(D) all of the above

**5-Which of the following is not main function of International Marketing?**

(A) Market selection and product selection

(B) Developing pricing strategy

(C) International marketing communication

(D) Selection of raw material

**6-Following is (are) route(s) to enter foreign market**

(A) Exports

(B) Joint venture

(C) Licensing of technology and know how

(D) All of the above

**7-GATT stands for**

(A) Global Agreement on Tariffs and Trade

(B) General Agreement on Tariffs and Trade

(C) Group Agreement on Tariffs and Trade

(D) Government Agreement on Tariffs and Trade

**8-The restriction(s) imposed by the importing country is (are)**

(A) Tariffs and customs duties

(B) Quantitative restrictions

(C) Exchange control

(D) All of the above

**9-The exchange rates for each country’s currency are fixed under the rules framed by the**

(A) WTO

(B) GATT

(C) IMF

(D) UNO

**10-The main objective of imposing quantitative restrictions on imports is to increase the**

1. Tax collection
2. Demand for home made products

(C) Mobility of labor

1. All of the above

**11.Extension of marketing activities across the globe is called as \_\_\_\_\_\_**

(A)International Business

(B) Universal Marketing

(C) International Marketing

(D) Borderless Marketing

**12.\_\_\_\_\_\_\_\_ factors affect international marketing decisions**.

A. Political

B. Economical

C. Social

D. All of the above

**13. EPRG stands for \_\_\_\_\_\_\_\_\_**

a. Ethical, Political, Regional or Geographical orientation

b. Ethnographic, Polygraphic, Regiographic or Geographic orientation

c. Ethnocentric, Polycentric, Regiocentric or Geocentric orientation

d. Ethical, Political, Regional or Geometrical orientation

**14. \_\_\_\_\_\_\_\_\_ is the performance of business activities that direct the flow of a company’s goods and services to consumers or users in more than one nation for a profit.**

a. International Marketing

b. International Marketing

c. Multinational Marketing

d. Universal Marketing

**15. According to the trickle-down model, the invented products are first introduced in high income countries then shifted to upper-middle-income countries and finally are shifted to low-income**

a. Trickle down model

b. Shower model

c. Trickle shower model

d. Heckler model

1. **SHORT ANSWER TYPE QUESTION:- (Answer any Four) 4x5=20**

**Q1**. What are tariff barriers and its types?

**Q2**. What is the purpose of international institutions?

**Q3**. What is the purpose of nontariff barriers?

**Q4**. What is the correlation of International Institution with World War?

**Q5**.What is WTO? And Who funds the WTO?

**Q6**.What is the nature of International Marketing?

**LONG ANSWER TYPE QUESTION:- (Answer any two ) 2x15=30**

**Q1**.What is International Marketing and what are the scopes of International Marketing?

**Q2**.What are the main types of International Institutions? Explain the Role and Function of any of three International Institution.

**Q3**. What is a Domestic Market? Explain the difference between Domestic and International Market. And what all measures does government takes to protect Domestic Market from International Market.

**Q4**. What is Trade barriers, explain its objectives and types of barriers.