

INDIAN MARITIME UNIVERSITY
(A Central University, Govt.of India)

May/June 2015 End Semester Examinations

SEMESTER – I, M.B.A (INTERNATIONAL TRANSPORTATION AND LOGISTICS MANAGEMENT)

INTERNATIONAL MARKETING (T 1105)

Date:13.06.2015

Time:-3 Hrs

Max.Marks:60

Pass Marks:30

SECTION – A

(12x1=12 Marks)

Answer ALL the questions. All question carry equal Marks

1. Markets are
 - a) Static
 - b) Constantly changing
 - c) Not expanding
 - d) Not dynamic
2. Marketing channels have the potential to create which of the following types of utility
 - a) Place utility
 - b) Time utility
 - c) Form utility
 - d) All of the above
3. Product diffusion means the process of which
 - a) Product is trademarked
 - b) Product innovation spreads
 - c) Product is branded
 - d) Product is manufactured
4. International Marketing Environment is influenced by
 - a) Economic factor
 - b) Fiscal factor
 - c) Exchange policy
 - d) Trade policy
5. WTO was established in
 - a) 1947
 - b) 1968
 - c) 1995
 - d) 2005

6. Private brand means
 - a) Manufacturer's brand
 - b) Exporter's brand
 - c) Distributor's brand
 - d) Competitor's brand
7. FOB price
 - a) Includes insurance
 - b) Includes freight
 - c) Includes freight and insurance
 - d) Does not include insurance and freight
8. Adoption means
 - a) Promotion
 - b) Standardization
 - c) Modification
 - d) Simplification
9. Mate receipt is issues by _____
 - a) Airlines
 - b) Shipping lines
 - c) Captain of the ship
 - d) port office
10. Activities in a distribution channel end with a _____
 - a) Wholesaler
 - b) Agent middleman
 - c) Merchant middleman
 - d) Final consumer
11. Decision making authority has control over
 - a) Product strategy
 - b) Distribution strategy
 - c) Pricing strategy
 - d) All of the above
12. Which of the following is the most likely step of a marketing research process _____
 - a) Define the research problem and establish research objectives
 - b) Analyze, interpret, and summarize the results
 - c) Determine the sources of information to fulfill the research objectives
 - d) Gather relevant data from secondary or primary sources, or both

SECTION – B

(5x4=20 Marks)

Answer ANY five of the following questions. Each answer should not exceed 200 words.

13. Explain the difference between domestic marketing and international marketing?
14. Write short notes on marketing management process?
15. Explain the need for segmenting markets?
16. Write a short note international marketing of services?
17. What are the functions and importance of packaging and labeling?
18. Write short notes on product life cycle?
19. What does mean by advertising? Explain its functions.

SECTION – C

(4x7=28 Marks)

***Question No. 20 is compulsory. Answer ANY THREE of the remaining questions
Each answer should not exceed 500 words.***

20. Explain the environmental factors of international marketing in detail?
21. What are the different modes of foreign market entry?
22. Illustrate the marketing information system with a diagram in detail?
23. Compare and contrast the multinational wholesaling and retailing?
24. Explain in detail about the product pricing strategy?
25. Write short notes on
 - a) Skimming pricing
 - b) Dumping
 - c) Transfer pricing
 - d) Parallel Imports.
