

[This question paper contains 15 printed pages.]

2880

Your Roll No.

M.Com./Sem. III (NC)

F

Paper : MJ311 : International Marketing

Time : 3 Hours

Maximum Marks : 100

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

All five questions must be attempted;

*Please write serial no of the part (a, b, c, d or e)
of each question attempted.*

Answer all the following objective type questions. You must write the question nos of each part question and the serial along with the chosen choice. Do not write the question. Only indicate your answer along with S no of the question. (half marks each total = 14)

1. The foreign uncontrollable environment is the same as the domestic uncontrollable environment.
2. The political and legal environment is a controllable element for international marketers because of the ability to lobby and influence legislation.

P.T.O.

3. Cultural imperatives are those customs or behavior patterns reserved exclusively for the locals and from which the foreigner is barred.
4. Knowledge of the philosophies of all major political parties within a country is important to international marketers.
5. At present, there are generally accepted universal standards for industrial products around the world.
6. The term "blocked channels" means that a foreign company is "blocked" from using a country's already-established lines in various channels.
7. Merge-in-transit is a distribution method in which goods shipped from several supply locations are consolidated into one final customer delivery point while they are in transit and then shipped as a unit to the customer.
8. A good way to describe price escalation is to define the term as being the added costs incurred as a result of exporting products from one country to another.
9. In many code-law countries, ownership of intellectual property rights is established by registration rather

than by prior use—the first to register a trademark or other property right is considered to be the rightful owner.

10. According to Hall, in countries that follow monochromic time (M-time) such as Americans, these cultures tend to concentrate on one thing at a time.
11. The Foreign Corrupt Practices Act prohibits U.S. businesses from paying bribes openly or using middlemen as conduits for a bribe when the U.S. official knows that part of the middleman's payment will be used as a bribe.
12. Foreign companies are usually not affected by changes in nationalistic feelings in the countries where they operate.

Choose the Correct Answer:

13. For firms venturing into international marketing for the first time, the first requirement is:
 - (a) visas for all executives involved in the venture.
 - (b) a thorough and complete commitment to foreign markets.

P.T.O.

- (c) a visit to the consulate of the country being targeted.
 - (d) an assessment of the cost of doing business in the foreign market.
 - (e) performance reviews of all potential salespeople being considered for foreign assignment.
14. According to Dutch management professor Geert Hofstede, culture is seen as:
- (a) "software of the mind."
 - (b) "the difference between life and death."
 - (c) "the conflict of civilization versus the masses."
 - (d) "tool of the elite."
 - (e) "art's triumph over banality."
- 15 The family, religion, schools, the media, government, and corporations are all illustrations of what are called:
- (a) social institutions.

- (b) cultural icons.
 - (c) internal variables.
 - (d) external variables.
 - (e) demographic variables.
16. The four social institutions that most strongly influence values and culture are schools, churches (religious institutions), families, and:
- (a) shopping malls.
 - (b) day care centers.
 - (c) government agencies.
 - (d) the media.
 - (e) corporations.
17. According to the text, the primary difference in the practice of marketing at the domestic versus the international level is:

- (a) the environment within which the marketing plans must be implemented.
 - (b) the revenues necessary to be successful.
 - (c) the demand charts available to the marketer.
 - (d) the control over the budget.
 - (e) the accountability of board of directors.
18. All of the following appear as a foreign environment uncontrollable variable in the model of the international marketing task shown in the text EXCEPT:
- (a) economic forces.
 - (b) competitive forces.
 - (c) product forces.
 - (d) cultural forces.
 - (e) political/legal forces.

19. Mr Singh has the responsibility of doing a geographic appraisal for his company as it attempts to build a manufacturing facility in Borneo. Which of the following elements of geography will be of particular interest to Mr.Singh as he prepares an appraisal of the feasibility of a venture in this tropical country?
- (a) Altitude
 - (b) Humidity
 - (c) Temperature extremes
 - (d) Climate
 - (e) Mr. Singh should consider all of the above factors.
20. The slim total of knowledge, beliefs, art, morals, law, customs, and any other capabilities and habits acquired by humans as members of society is called:
- (a) Sociology
 - (b) Psychology

- (c) Culture
- (d) Reference groups
- (e) Cohort groups

Fill in the Blanks:

21. A traditional definition of _____ centers around the notion that it is the sum of the values, rituals, symbols, beliefs, and thought processes that are learned, shared by a group of people, and transmitted from generation to generation.
- (a) social class
 - (b) psychology
 - (c) anthropology
 - (d) demography
 - (e) culture
22. The _____ Index refers to the preference for behavior that promotes one's self-interest.

- (a) Individualism/Collectivism
 - (b) Power Distance
 - (c) Uncertainty Avoidance
 - (d) Ritual
 - (e) Language
23. In the STV Model, the abbreviation STV stands for _____, _____ and _____ respectively.
24. The term 'polycentric' describes management's often unconscious belief or assumption that each country in which a company does business is _____.
- (a) Similar.
 - (b) Unique.
 - (c) Distinct.
 - (d) Mutually dependent.
 - (e) None of the above.

25. A liking for others, open to tolerance, flexibility, and ability to adjust to varying tempos would all be criteria for achieving _____ in international marketing.

(a) Profit perception

(b) Adaptation

(c) Standardization

(d) Correlation

(e) Individualization

26. A revolutionary development in the shift to the strategic concept of marketing is in the marketing objective- from profit to _____ benefit.

(a) Shareholder.

(b) Stakeholder

(c) Management

(d) Society

(e) None of the above.

27. Difference in technical standards necessitates a company to go for _____.

(a) Standardization.

(b) Labeling.

(c) Warranty.

(d) Branding

(e) Adaptation

28. _____ is a key concept in international marketing because it is required on small matters as well as large ones.

(a) Profit perception

(b) Adaptation

(c) Standardization

(d) Correlation

(e) Individualization

2. (a) "One of the most important tools an international marketing manager requires is empathy for the culture in an overseas market" Discuss with reference to the task of a manager in foreign markets. (10)

and

- (b) Why is it important for a marketing manager to be familiar with the legal environment of his foreign markets? Give reasons and explain. (10)

OR

- (c) Is the nature and scope of International Marketing wider than that of domestic marketing? Discuss (10)

and

- (d) How can a firm reduce its political vulnerability in foreign markets? Discuss with reference to the importance of political environment of foreign markets. (10)

3. (a) Discuss the elements of an International Marketing Information System (IMIS). (10)

and

- (b) Is it difficult for a firm to replicate its domestic marketing program in foreign markets? If yes, explain why? (10)

OR

- (c) "A company is well advised to adapt its product where necessary and standardize where possible" Discuss the dilemma facing a manager in adapting the product to new foreign markets. (10)

and

- (d) How is adaptation of consumer products different as of an industrial product for foreign markets? (10)
4. (a) What are the main reasons for traditional retailers opposition to FDI in Multibrand retail in India? Does this bear any similarity to FDI in Ecommerce? (10)

and

- (b) Explain parallel imports in to a market. Why established brands oppose parallel imports in to their **foreign** markets. (10)

OR

- (c) Why does a firm need to adapt to distribution patterns in its foreign markets? (6)

and

- (d) What are the different type of foreign intermediaries available to a firm in overseas markets ? (7)

and

- (e) What are the considerations that influence changing of existing distribution system in foreign markets. (7)

5. Write short notes on any **five** of the following:

- (a) Transfer Pricing in International marketing
(b) The creative challenges to International Advertising
(c) Countertrade as a tool of International marketing

- (d) Leverage of an MNC over domestic firms.
- (e) Estimating potential In Foreign market
- (f) Factors affecting Global logistics
- (g) Role of Free Trade Zones (26)