

International Marketing
TYBMS - Sem VI
Sample Questions

Sr. No.	Questions	Option A	Option B	Option C	Option D
1	_____ are the associations of countries situated in a particular region	Trading Blocs	SAARC	ASEAN	EU
2	_____ are the artificial restrictions on the free movement of goods among the countries of the world.	Trade Barriers	Trade Restrictions	Quota	Licensing
3	The flow of funds from one country to another country with a motive to earn profits is known as _____	FDI	Joint Ventures	export-Import	Contracting
4	_____ means a restriction on the physical volume of import or export of a commodity	Quota	License	custom Regulations	Consular formalities
5	North American Free trade Agreement (NAFTA) came into being on _____	1994	1998	1996	2004
6	a situation whereby a country experiences some political turmoil is known as _____	Political Instability	Economic Instability	Legal Instability	Cultural Instability
7	_____ method involves the creation of stimulated controlled situations in order to secure information by survey or observation method.	Experimental Research	Exploratory Research Method	Descriptive Research	Causative Research
8	_____ is the most important determinant of price of goods.	Cost	production	Demand	supply chain
9	_____ acts a silent salesman.	Packaging	Labeling	Marking	Personal selling
10	perishables goods are distributed through _____ marketing channels.	Direct	Indirect	Shorter	Larger
11	the concept of strategy owes its origin to _____ organisations	military	Global	MNCs	TNCs
12	Under _____ strategy, companies are mainly inward looking, with main focus on domestic market.	International	Multidomestic	Cost Leadership	Focus strategy
13	The _____ is the first set of multilateral rules covering international trade in services.	GATS	WTO	FEMA	SAARC
14	The _____ economy is a system of consumption and production that is based on intellectual capital.	Knowledge	manufacturing	Demand & Supply	Consumption
15	_____ is a practice through which companies reduce costs by transferring portions of work to outside suppliers rather than completing it internally.	Outsourcing	Licensing	Transnational strategy	International Diversification
16	_____ is comparing one's business processes and performance metrics to industry's best practices from other companies.	Benchmarking	Standardisation	Adaptation	Competitive Advantage

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17	When Nike or Acer are setting production facilities in new locations where labor is sourced more economically what is their motivation?	economy seeking	resource seeking	market seeking	knowledge seeking
18	Several driving forces explain the trend towards global integration and coordination. Which is not one of them?	scale economies	diverging consumer tastes and trends	the declining cost of freight and communication cost	communication cost
19	What is a key debate in international Marketing?	product development or product acquisition	market development or market share	standardization or adaptation	market research or market testing
20	What is a characteristic of the international marketing research process?	The international marketing research process is less costly as it relies primarily on secondary data	The international marketing research process is considerably longer and involves more steps than the local marketing research process.	The international marketing research process is way more complex because it poses challenges to the company in terms of design and methodology.	The international marketing research process is easier because blue-prints from other markets can be used thus a fundamentally new approach is not necessary
21	When the Coca-Cola Company conducted focus groups in Europe and Asia to assess potential market acceptance of a contoured aluminum soft drink can, it was attempting to collect ___ data.	primary	secondary	quantitative	MIS
22	Which of the companies listed below is not operating by Franchising?	Marriott International	Hertz	H&M	Burger King
23	The Lufthansa loyalty program groups travelers into Miles and More, Frequent Flyer, Senator and Hon card holders. This shows the application of which approach of segmentation?	behavioral segmentation	demographic segmentation	psychographic segmentation	benefit segmentation
24	Volkswagen has a portfolio of diverse brands including Bentley, Lamborghini, Porsche, Audi, SEAT, Skoda and others? This is an illustration of _____	concentrated marketing	differentiated marketing	mass marketing	micromarketing
25	What is often a challenge to globalizing brands?	NGOs	language	geography	climate