

**PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE & TECHNOLOGY**

**Final Examination Sept-2020
TYBMS (Semester-VI)**

Subject – International Marketing

Date:

1. _____ is needed to bridge the gap between developed and developing nations.
 - A. Local Trade
 - B. National Trade
 - C. International Marketing

2. _____ helps in optimum use of resources in the overseas market.
 - A. Local Trade
 - B. Modern Trade
 - C. International Marketing
 - D. Regional trade

3. International Marketing _____ the price of goods and services, all over the world, due to specialization.
 - A. Decrease
 - B. Increase
 - C. Constant
 - D. partial changes

4. International Marketing is very _____.
 - A. Sensitive
 - B. Competitive
 - C. Effective
 - D. Easy

5. _____ is a form of licensing in which a parent company grants another independent entity, the right to do business in a prescribed manner.
 - A. Branding
 - B. Turnkey
 - C. Outsourcing

D. Franchising

6. EPRG framework involves _____, polycentrism, regiocentrism, geocentrism.

A. Epicentrism

B. Eco centrism

C. Envirocentrism

D. Ethnocentrism

7. Which of the following is not a Tariff barrier?

A. Transit duties

B. Compound duties

C. Revenue Tariff

D. Import Licensing

8. Which of the following is a Tariff Barrier?

A. State Trading

B. Customs regulations

C. Quota system

D. Export duties

9. _____ provides a uniform rate of duty for all like commodities with making any discrimination between countries.

A. Single column Tariff

B. Revenue Tariff

C. Protective Tariff

D. Uniform Tariff

10. International marketing is dominated by _____ countries.

A. Under developed

B. Developing

C. Developed

D. NAFTA

11. International marketing ensures _____ utilization of resources.

- A. Minimum
- B. Optimum
- C. Normal
- D. Slightly

12. Direct Exporting ensures _____

- A. Low profit margin
- B. High profit Margin
- C. Normal profit margin
- D. Optimum

13. Trade barriers are _____ obstacles imposed on imports from other countries.

- A. Natural
- B. Artificial
- C. Political
- D. Revenue

14. Quota system is a type of _____ barrier.

- A. Tariff
- B. Non-Tariff
- C. Revenue
- D. Non-Revenue

15. Trading Blocs give benefits to _____ countries.

- A. Member
- B. Non-member
- C. Rich
- D. Poor

16. Franchising is a form of _____

- A. Exporting
- B. Licensing
- C. Merger

D. Strategic Alliance

17. In merger, two companies come together and _____ survives

A. Only one

B. Both

C. New Company formed

D. No one

18. Non-Tariff barriers _____ additional revenue to the government.

A. Provide

B. Do not provide

C. Provide limited

D. Provide Unlimited

19. The headquarters of EU is at _____

A. London

B. Paris

C. Brussels

D. Berlin

20. Custom regulations are _____ barriers of trade.

A. Tariff

B. Non-tariff

C. Political

D. Social

21. Regionalism in trade should be replaced by _____

A. Multilateralism

B. Free trade

C. Trading blocs

D. FTP

22. OPEC is an organization of _____ countries.

A. Software Producing

- B. Steel producing
- C. Oil producing
- D. Cement producing

23. Trade Barriers are _____ to the growth of international trade.

- A. Useful
- B. Harmful
- C. Supportive
- D. Not useful

24. Contract Manufacturing is a type of

- A. Outsourcing
- B. Made to Order agreement
- C. Assembling activity
- D. Franchising

25. Direct Exporting means exporting the products _____

- A. By joint venture
- B. through middlemen
- C. through franchising
- D. by the manufacturer himself

