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| <b>Name:</b>         |  |
| <b>Enrolment No:</b> |  |

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, Dec 2019**

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|---|---------------------------|
| <b>Course: BBA FOREIGN TRADE</b>          | <b>Semester: V</b>        |
| <b>Program: International Marketing</b>   |                           |
| <b>Course Code: MKTG 3004</b>             | <b>Time: 180 Minutes.</b> |
| <b>Instructions: Answer all Questions</b> | <b>Max. Marks : 100</b>   |

**SECTION A**

| S. No. |   | Marks |     |
|--------|---|-------|-----|
| Q 1    | The classical theory does not consider differences in —<br><br>a) technology<br>b) transportation costs<br>c) customer wants<br>d) prices   | 2     | CO1 |
| Q 2    | Which of the following is not an economic rationale for trade intervention?<br><br>a) preservation of national identity<br>b) employment<br>c) protection to domestic industry<br>d) balance of payments considerations | 2     | CO1 |
| Q 3    | Direct payments made by the government to domestic companies to encourage exports or to protect them from imports are known as —<br><br>a) export tariffs<br>b) voluntary export restraints<br>c) subsidies<br>d) aids  | 2     | CO1 |
| Q 4    | Bilateral agreements that restrict exports are called —<br><br>a) voluntary export restraints<br>b) transit tariffs<br>c) export quotas<br>d) orderly marketing arrangements  | 2     | CO1 |
| Q 5    | Which of the following types of FDI includes creation of new assets and production facilities in the host country?<br><br>a. greenfield investment<br>b. strategic alliances<br>c. merger and acquisition               | 2     | CO1 |

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|                  | d. brownfield investment   |    |            |
| Q 6              | Bank deposits of non-resident Indians come under the —.<br><br>a) current account<br>b) errors and omissions<br>c) loans and advances<br>d) capital account  | 2  | CO1        |
| Q 7              | Multilateral Investment Guarantee Agency (MIGA) is a part of the—<br><br>a) World Bank<br>b) World Economic Forum<br>c) United Nations<br>d) World Trade Organization  | 2  | CO1        |
| Q 8              | An efficient market is characterized by —<br><br>a) risk and return as a feature of investment<br>b) equilibrium<br>c) price equality in assets<br>d) all available information being reflected in the price of securities | 2  | CO1        |
| Q 9              | The principal documents used in documentary collection are —<br><br>a) bank guarantees<br>b) revolving letters of credit<br>c) cheques<br>d) bills of lading   | 2  | CO1        |
| Q 10             | — is a time draft drawn on and accepted by one bank on another one.<br><br>a) banker's acceptance<br>b) corporate guarantee<br>c) bank guarantee<br>d) bill of lading  | 2  | CO1        |
| <b>SECTION-B</b> |  |    |            |
| Q 1              | What is 'WTO'? What is its role in international trade?  | 10 | CO2<br>CO3 |
| Q 2              | Explain various environmental factors that affect international Trade?   | 10 | CO2<br>CO3 |
| Q 3              | Briefly Explain the following terms<br><br>a) Balance of payments<br>b) Letter of Credit   | 10 | CO2<br>CO3 |
| Q 4              | What are the positive and negative impacts of Foreign Direct Investment on the home and host countries?  | 10 | CO2<br>CO3 |

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| <b>Q 5</b>       | “Think global act local” What factors are likely to limit a firm’s ability to standardize its international product/service offerings or its communication strategies? | <b>10</b> | <b>CO2<br/>CO3</b>         |
| <b>SECTION-C</b> |  |           |                            |
| <b>Q 1</b>       | What is the scope of international marketing? Through international marketing is in essence export marketing, it also means entry into international markets. Explain  | <b>15</b> | <b>CO2<br/>CO3<br/>CO4</b> |
| <b>Q 2</b>       | Cultural and political forces influence international marketing activity. Discuss the impact of these forces and illustrate your answers with examples.                | <b>15</b> | <b>CO2<br/>CO3<br/>CO4</b> |