


Name: Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, Dec 2022 Course: BBA (Foreign trade) Semester: V Program: International Marketing Management Course Code: MKTG 3004 Max. Marks: 100			
SECTION A 10Qx2M=20Marks			
S. No.		Marks	CO
1	International marketing is dominated by _____ countries A. poor B. developing C. developed D. rich	[2]	CO1
2	Marketing is influenced by _____ A. product demand B. public taste C. buyer behaviour D. all of the above	[2]	CO1
3	_____ approach of international marketing occurs when a business decides to broaden its operations and focus on sales outside of its home country. A. Polycentric B. Regiocentric C. Ethnocentric D. Geocentric	[2]	CO1
4	Which of the following is NOT an example of a franchise opportunity. A. Subway B. McDonald's	[2]	CO1

	C.Dunkin' Donuts 4.Apple		
5	The main aim of global marketing is to: A. satisfy global customers better than competition B. coordinate the marketing activities within the constraints of the global environment. C. find global customers D. achieve all of the above	[2]	CO1
6	Sony and Pepsi joined together to market Wilson sporting goods in Japan. This strategy is A. Exporting B. Licensing C. Joint venture D. Assembly operations	[2]	CO1
7	The marketing mix (the 4 Ps of marketing) does not include A. product B. place C. practicality D. promotion	[2]	CO1
8	This kind of international marketing study contrasts two or more marketing systems to identify similarities and differences. A. domestic marketing B. foreign marketing C. comparative marketing D. extensive marketing	[2]	CO1
9	Which of the following types of FDI includes creation of new assets and production facilities in the host country? A.greenfield investment B.strategic alliances	[2]	CO1

	C.merger and acquisition None of the above.		
10	Business expansion in a foreign country using the distribution network of another company is known as A.indirect exporting B.switch trading C.complementary exporting	[2]	CO1
SECTION B 4Qx5M= 20 Marks			
Q11	Explain various barriers or risk to internationalization.	[5]	CO1
Q12	Demonstrate various typs of international marketing channels.	[5]	CO4
Q13	Describe the importance and nature of international marketing.	[5]	CO2
Q14	Explain the concept of development of firm's international competitiveness with the help of Porters model .	[5]	CO3
SECTION-C 3Qx10M=30 Marks			
Q15	Explain the concept international mobile marketing.	[10]	CO4
Q16	Explain Uppsala and TCA model of internationalization.	[10]	CO2
Q17	Explain various entry and expansion strategies to international marketing .	[10]	CO3
SECTION-D 2Qx15M= 30 Marks			
Q18	Cultural and political forces influence international marketing activity. Discuss the impact of these forces and illustrate your answers with examples.	[15]	CO4
Q19	“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?	[15]	CO4