

UNIT I: Introduction to International Marketing

Long Answer Questions:

1. Define international marketing and explain how it differs from domestic marketing.
2. Discuss the nature and scope of international marketing.
3. Explain the relationship between exporting, international trade, and international business.
4. Describe the process of international marketing management.
5. Compare the characteristics of international marketing versus domestic marketing.
6. What are the key challenges faced by companies involved in international marketing?
7. Explain the role of international marketing in economic development.
8. Discuss the advantages and disadvantages of international marketing.
9. Explain how globalization has impacted international marketing strategies.
10. Describe the significance of cultural understanding in international marketing.

Short Answer Questions:

1. What is international marketing?
2. Mention one major difference between domestic and international marketing.
3. Define exporting.
4. What is international trade?
5. Name two characteristics of international marketing.
6. What is international business?
7. State one objective of international marketing management.
8. List any two activities involved in international marketing.
9. What does “market entry” mean in international marketing?
10. Mention one challenge related to international marketing.

Multiple Choice Questions:

1. International marketing is different from domestic marketing because of:
 - a) Currency differences
 - b) Cultural differences
 - c) Legal restrictions
 - d) All of the above

Answer: d

2. Exporting means:
 - a) Buying goods from other countries
 - b) Selling goods to other countries
 - c) Producing goods domestically
 - d) Importing raw materials

Answer: b

3. International trade involves:
 - a) Only export of goods
 - b) Buying and selling across borders

- c) Marketing within domestic borders
- d) Government trade policy only

Answer: b

4. International marketing management includes:
- a) Product planning
 - b) Pricing decisions
 - c) Distribution strategies
 - d) All of the above

Answer: d

5. Which one is NOT a feature of international marketing?
- a) Multiple currencies
 - b) Single domestic market
 - c) Cultural diversity
 - d) Complex legal systems

Answer: b

6. A major element of international marketing process is:
- a) Market research
 - b) Only advertising
 - c) Domestic sales only
 - d) None

Answer: a

7. International marketing helps companies to:
- a) Reduce domestic competition
 - b) Expand market share worldwide
 - c) Avoid product innovation
 - d) Limit business scope

Answer: b

8. Which of the following is a risk in international marketing?
- a) Foreign exchange fluctuations
 - b) Stable political environment
 - c) Local culture similarity
 - d) Domestic customer loyalty

Answer: a

9. Which term refers to the selection of countries and markets for international sales?
- a) Market segmentation
 - b) Market entry
 - c) Market selection
 - d) Product diversification

Answer: c

10. Globalization has led to:
- a) More protectionism
 - b) Increased international trade
 - c) Reduction in international marketing
 - d) Isolation of markets

Answer: b

UNIT II: International Marketing Environment

Long Answer Questions:

1. Discuss the impact of geographic environment on international marketing.
2. Explain how demographic factors influence international marketing strategies.
3. Describe the economic environment and its effects on international marketing decisions.
4. Analyze the political and legal environments and their implications for international marketers.
5. Discuss the role of socio-cultural environment in shaping international marketing approaches.
6. Explain tariff and non-tariff barriers with examples.
7. What is the role of WTO and UNCTAD in international trade?
8. Describe the Generalized System of Preferences (GSP) and its significance.
9. Discuss the importance of regional economic groupings such as EU, NAFTA, and ASEAN.
10. Explain various facilities and incentive schemes available for exporters.

Short Answer Questions:

1. What is meant by the geographic environment in international marketing?
2. Name two demographic factors affecting international marketing.
3. Define tariff barriers.
4. What is WTO?
5. Mention one function of UNCTAD.
6. What is GSP?
7. Name any two regional economic groupings.
8. What are non-tariff barriers?
9. What incentives are provided to exporters?
10. How does political environment affect international marketing?

Multiple Choice Questions:

1. Which environment relates to physical location and climate?
 - a) Economic
 - b) Geographic
 - c) Political
 - d) Socio-cultural**Answer: b**
2. The World Trade Organization (WTO) deals with:
 - a) International trade rules
 - b) Domestic trade policies
 - c) Labor laws

d) Environmental protection

Answer: a

3. NAFTA is an economic grouping involving:

- a) Europe
- b) North America
- c) Asia
- d) Africa

Answer: b

4. Non-tariff barriers include:

- a) Quotas
- b) Import taxes
- c) Customs duties
- d) Tariffs

Answer: a

5. UNCTAD focuses on:

- a) Environmental issues
- b) Trade and development
- c) Monetary policies
- d) Immigration laws

Answer: b

6. The Generalized System of Preferences (GSP) helps:

- a) Developed countries only
- b) Developing countries export
- c) Restrict trade
- d) Domestic producers only

Answer: b

7. Demographic environment includes:

- a) Population size and growth
- b) Political parties
- c) Import tariffs
- d) Legal systems

Answer: a

8. Socio-cultural environment affects:

- a) Consumer behavior
- b) Product pricing only
- c) Transportation logistics
- d) Government policies

Answer: a

9. Which of the following is a tariff barrier?

- a) Quota
- b) Import duty
- c) Embargo
- d) Boycott

Answer: b

10. ASEAN is a regional grouping of countries in:

- a) Africa

- b) Europe
- c) Southeast Asia
- d) South America

Answer: c

UNIT III: International Product/Market Selection and Entry Modes

Long Answer Questions:

1. Explain the criteria for selecting products for international markets.
2. Discuss how international markets are identified and selected.
3. Describe various entry modes into international markets and evaluate their pros and cons.
4. What is export licensing and how does it work?
5. Explain the concept and benefits of franchising in international marketing.
6. Discuss the nature and importance of joint ventures.
7. Describe the process and advantages of setting up a wholly owned subsidiary.
8. Compare direct exporting with indirect exporting.
9. Explain the risks involved in different market entry modes.
10. Discuss the strategic considerations for choosing an entry mode in international marketing.

Short Answer Questions:

1. What is meant by product selection in international marketing?
2. Name any two modes of entry into foreign markets.
3. Define export licensing.
4. What is franchising?
5. What is a joint venture?
6. Mention one advantage of wholly owned subsidiaries.
7. Differentiate between direct and indirect exporting.
8. Name one risk of entering foreign markets.
9. What is market penetration?
10. What is the significance of contract manufacturing?

Multiple Choice Questions:

1. Which of the following is NOT a mode of entry in international markets?
 - a) Exporting
 - b) Licensing
 - c) Franchising
 - d) Domestic outsourcing

Answer: d

2. A joint venture involves:
- a) Partnership between two or more firms from different countries
 - b) Domestic sales only
 - c) Outsourcing production
 - d) Importing products

Answer: a

3. Export licensing is:
- a) Permission granted to export goods
 - b) Local government tax
 - c) Import license
 - d) None

Answer: a

4. Franchising allows:
- a) Full ownership transfer
 - b) Use of trademark and business model
 - c) Product manufacturing only
 - d) No control over brand

Answer: b

5. Wholly owned subsidiary means:
- a) Partial foreign ownership
 - b) Complete foreign ownership
 - c) Joint ownership
 - d) Temporary ownership

Answer: b

6. Direct exporting means:
- a) Selling to foreign buyers directly
 - b) Using intermediaries only
 - c) Selling domestically
 - d) None of these

Answer: a

7. Market entry risk includes:
- a) Political instability
 - b) Stable government
 - c) High domestic demand
 - d) Low taxes

Answer: a

8. Contract manufacturing refers to:
- a) Manufacturing products under contract for foreign company
 - b) Domestic production only
 - c) Exporting raw materials
 - d) Product innovation

Answer: a

9. Product adaptation means:
- a) Using same product globally
 - b) Modifying product for foreign market
 - c) No product change

d) None

Answer: b

10. Which entry mode involves least control?

a) Exporting

b) Joint venture

c) Wholly owned subsidiary

d) Franchising

Answer: a

UNIT IV: International Product Planning and Pricing

Long Answer Questions:

1. Discuss product standardization versus adaptation in international marketing.
2. Explain the role of packaging and branding in international product planning.
3. Describe the significance of after-sales services in international markets.
4. Explain ISO 9001:2000 quality system standards and their importance.
5. Discuss various factors influencing international pricing decisions.
6. Explain different pricing methods used in international marketing.
7. Describe the international pricing process.
8. Discuss the importance of price quotations in export transactions.
9. Explain the challenges in setting international prices.
10. How does exchange rate fluctuation affect international pricing?

Short Answer Questions:

1. What is product standardization?
2. Define product adaptation.
3. Mention one importance of packaging in international marketing.
4. What is branding?
5. Name one after-sales service.
6. What does ISO 9001:2000 certify?
7. Mention one factor affecting international pricing.
8. Name one pricing method.
9. What is price quotation?
10. How does currency fluctuation impact pricing?

Multiple Choice Questions:

1. Product standardization means:
 - a) Modifying product for each market
 - b) Using the same product everywhere
 - c) Changing brand name only

d) None of these

Answer: b

2. Packaging is important because it:

- a) Protects the product
- b) Attracts customers
- c) Meets legal requirements
- d) All of the above

Answer: d

3. Branding helps in:

- a) Product identification
- b) Price reduction
- c) Avoiding advertising
- d) None

Answer: a

4. ISO 9001:2000 is a standard for:

- a) Product quality management
- b) Pricing policies
- c) Packaging
- d) Advertising

Answer: a

5. Cost-based pricing means setting price based on:

- a) Production cost plus profit margin
- b) Competitor's price
- c) Customer demand
- d) Exchange rates

Answer: a

6. Penetration pricing aims to:

- a) Enter market with low price
- b) Set high prices
- c) Maintain old prices
- d) None

Answer: a

7. Price quotation is:

- a) A formal statement of price
- b) Legal contract
- c) Sales receipt
- d) None

Answer: a

8. Exchange rate fluctuations affect:

- a) Export price competitiveness
- b) Domestic sales only
- c) Production cost only
- d) None

Answer: a

9. Adoption decision means:

- a) Customizing product for market needs

- b) Using same product worldwide
- c) Reducing product features
- d) None

Answer: a

10. Which of the following influences international pricing the most?

- a) Competition
- b) Customer income
- c) Exchange rate
- d) All of the above

Answer: d

UNIT V: International Distribution and Promotion

Long Answer Questions:

1. Describe the types and functions of foreign distribution channels.
2. Explain how middlemen are selected for international markets.
3. Discuss the role of logistics, including transportation and warehousing in international distribution.
4. Explain the challenges of international distribution management.
5. Discuss international advertising and the debate on standardization vs. adaptation.
6. Describe how media selection is done for international advertising.
7. Explain the role of advertising agencies in international promotion.
8. Discuss methods to measure advertising effectiveness internationally.
9. Describe the importance of cultural adaptation in international promotion.
10. Explain the impact of technology on international distribution and promotion.

Short Answer Questions:

1. What are foreign distribution channels?
2. Name one type of middleman in international marketing.
3. Define logistics.
4. Why is warehousing important in international trade?
5. What is international advertising?
6. Explain standardization in international advertising.
7. What is media selection?
8. Name one function of an advertising agency.
9. How is advertising effectiveness measured?
10. Why is cultural sensitivity important in promotion?

Multiple Choice Questions:

1. Distribution channels in international marketing can be:
 - a) Direct

- b) Indirect
- c) Both a and b
- d) None

Answer: c

2. A foreign middleman may be:

- a) Agent
- b) Distributor
- c) Both a and b
- d) Employee

Answer: c

3. Logistics includes:

- a) Transportation
- b) Warehousing
- c) Inventory management
- d) All of the above

Answer: d

4. International advertising standardization means:

- a) Same advertisement everywhere
- b) Different ads for each country
- c) No advertising
- d) None

Answer: a

5. Media selection in international advertising depends on:

- a) Audience reach
- b) Cost
- c) Cultural relevance
- d) All of the above

Answer: d

6. An advertising agency's role includes:

- a) Designing campaigns
- b) Media buying
- c) Market research
- d) All of the above

Answer: d

7. Advertising effectiveness is measured by:

- a) Sales increase
- b) Brand recall
- c) Customer feedback
- d) All of the above

Answer: d

8. Cultural sensitivity in promotion helps to:

- a) Avoid offending customers
- b) Increase acceptance
- c) Both a and b
- d) None

Answer: c

9. Warehousing helps in:
- a) Storage of goods
 - b) Reducing delivery time
 - c) Maintaining product quality
 - d) All of the above

Answer: d

10. Technology in distribution has improved:
- a) Speed of delivery
 - b) Tracking of shipments
 - c) Inventory management
 - d) All of the above

Answer: d
