



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Eighth Semester – 2019

Paper: International Marketing (Marketing Specialization)

Course Code: COMM-415 Part – I (Compulsory)

Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Signature of Supdt.:

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the correct option.

(10x1=10)

1. Which of the following is the most critical difference between domestic marketing and international marketing?
 - a. The difference in marketing principles being followed
 - b. The different concepts of marketing
 - c. The difference in marketing theories being followed
 - d. The environment in which marketing plans must be implemented
2. Which of the following elements in the marketing environment poses a challenge to both domestic and international marketers due to its dominantly uncontrollable nature?
 - a. Price
 - b. Promotion
 - c. Research activities
 - d. Political/legal forces
3. Which of the following is a controllable element for an international marketer?
 - a. Level of technology
 - b. Geography and infrastructure
 - c. Channels of distribution
 - d. Cultural forces
4. _____ is a controllable element in both domestic and international marketing environments.
 - a. Economic climate
 - b. Competition within the home country
 - c. Price of products
 - d. Political force
5. _____ Is a process to help management identify and evaluate political events and their potential impact on current and future international business decisions?
 - a. Government lobbying
 - b. Political risk assessment
 - c. Vulnerability modeling
 - d. Sensitivity modeling
6. A non-binding agreement between parties to resolve disputes by asking a third party to mediate differences is called:
 - a. Arbitration
 - b. Litigation
 - c. Conciliation
 - d. Compromise
7. A lower level stage of economic partnership that provide its member nations with a regional market without barriers to impede the flow of goods and services.
 - a. Free trade area
 - b. Customs union
 - c. Political union
 - d. Economic union

P.T.O.

8. The concept of _____ states that as part of trade policy, if a country does not open its markets to an EU firm, it cannot expect to have access to the EU market.
- Retaliation
 - Rebuff
 - Reciprocity
 - Restitution
9. Which of the following is not the advantage of global sourcing?
- Lower manufacturing costs
 - Protecting jobs in the home country
 - Flexibility and dependability
 - Access to innovative technology
10. The following are considered to be benefits of international marketing except.
- Global diversity of marketing talent
 - Gaining access to the toughest customers
 - Financial benefits by spreading the corporate portfolio
 - All of the above are benefits



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q. 2 Provide short answers of the following questions:

(10×2=20)

1. Differentiate between domestic marketing and international marketing.
2. Differentiate between a global company and a multinational company.
3. Explain the term Self-Reference Criterion with example
4. Explain the term Ethnocentrism with example
5. What is "dumping" and antidumping penalties?
6. What is balance of trade?
7. What the sovereignty of nation means?
8. Define the term protectionism.
9. Explain resistance to change in marketing.
10. What is skimming pricing policy?

Q.3 Discuss the phases of international marketing involvement.

(10)

Q.4 Discuss the scope of the international marketing tasks in detail with examples of different countries.

(10)

Q.5 Define tariff and explain several categories of trade barriers. How these barriers are beneficial for the development of domestic industry and protect existing industry?

(10)