

International Marketing MCQ – TYBMS Sem VI

- 1) International marketing is dominated by ____ countries.
 - A. poor
 - B. developing
 - C. developed
 - D. rich

- 2) International marketing ensures _____ utilisation of resources.
 - A. minimum
 - B. maximum
 - C. normal
 - D. Proper

- 3) Direct exporting ensures ____
 - A. low profit margin
 - B. high profit margin (
 - C. normal profit margin
 - D. Profit margin

- 4) Trade barriers are _____ obstacles imposed on imports of the other countries.
 - A. Natural
 - B. artificial
 - C. political
 - D. revenue

- 5) Quota system is a type of _____ barrier.
 - A. tariff
 - B. non-tariff
 - C. revenue
 - D. non-revenue

- 6) Trading blocs give benefits to ____ countries.
 - A. member
 - B. non-member
 - C. rich
 - D. poor

- 7) Franchising is a form of _____
 - A. exporting
 - B. licensing
 - C. merger
 - D. strategic alliance

- 8) In merger, two companies come together and _____ survives
 - A. only one
 - B. both
 - C. new company formed

- 9) Non-tariff barriers _____ additional revenue to the government
- A. provide
 - B. do not provide
 - C. provide limited
- 10) The headquarters of EU is at _____
- A. London
 - B. Paris
 - C. Berlin
 - D. Brussels
- 11) Customs regulations are _____ barriers of trade.
- A. tariff
 - B. non-tariff
 - C. political
 - D. social
- 12) Regionalism in trade should be replaced by _____
- A. multilateralism
 - B. free trade
 - C. trading blocs
 - D. Trading countries
- 13) OPEC is an organisation of _____ countries.
- A. software producing
 - B. steel producing
 - C. oil producing
 - D. cement producing
- 14) Trade barriers are _____ to the growth of international trade.
- A. useful
 - B. harmful
 - C. supportive
 - D. Neutral
- 15) Contract manufacturing is a type of _____
- A. outsourcing
 - B. made to order agreement
 - C. assembling activity
 - D. dismantling
- 16) Direct Exporting means exporting the products _____
- A. by joint venture
 - B. through middlemen
 - C. through franchising
 - D. by the manufacturer himself

- 17) _____ is a horizontal expansion of a firm.
- A. Merger
 - B. Diversification
 - C. Combination
 - D. None of these ..
- 18) International economic environment is the result of economic factors operating at the _____ level
- A. local
 - B. national
 - C. International
 - D. business
- 19) International marketing environment is _____ in character.
- A. stable
 - B. static
 - C. flexible
 - D. fluid and flexible
- 20) International economic Institutions mainly provide _____ to poor and developing countries.
- A. financial assistance
 - B. consultancy services
 - C. legal assistance
 - D. Medical Assistance
- 21) IFC is one _____ of world bank.
- A. sister institution
 - B. affiliate
 - C. financial agency
 - D. advisory
- 22) One objective of IMF is to promote ____ _
- A. exchange rate stability
 - B. industrial growth
 - C. infrastructure development
 - D. stable interest rates
- 23) India is a _____ of International Finance Corporation (IFC).
- A. founding member
 - B. associate member
 - C. full dialogue partner
 - D. shareholder
- 24) EU is the best example of _____ .
- A. economic union
 - B. free trade area
 - C. customs union

- D. common Market
- 25) Legal environment relates to laws which govern _____
- A. political activities
 - B. economic activities
 - C. business activities
 - D. social activities
- 26) Democracy is regarded as the _____ political system.
- A. worse
 - B. best
 - C. most. ineffective
 - D. corrupt
- 27) Traditions, customs and culture are used as based for ____ law.
- A. civil
 - B. theocratic
 - C. common
 - D. criminal
- 28) Dumping is a ____ practice for entry in foreign markets.
- A. fair
 - B. unfair
 - C. easy
 - D. freely allowed
- 29) Cultural environment is ____ .
- A. static
 - B. flexible
 - C. Stable
 - D. Rigid
- 30) International marketing research deals with ____ markets.
- A. domestic
 - B. foreign
 - C. local
 - D. retail
- 31) International marketing research facilitates _____
- A. initial entry in foreign market
 - B. large scale imports
 - C. expansion of domestic marketing
 - D. none of these

- 32) In International marketing research , the use of _____ should be made liberally.
- A. primary
 - B. secondary data
 - C. unpublished data .
 - D. External data
- 33) The international Finance Corporation, an affiliate of the World Bank was established in _____
- A. 1960
 - B. 1982
 - C. 1953
 - D. 1956
- 34) Entering a new price slot and a new market segment is called line _____
- A. stretching
 - B. down
 - C. filling
 - D. All of these
- 35) Product _____ gives confidence to customers.
- A. standardisation
 - B. adaptation
 - C. pruning
 - D. Procurement
- 36) _____ Innovation requires similar, culture and economic conditions.
- A. Scientific
 - B. Local
 - C. Overseas
- 37) Packaging requires both _____ and mandatory changes
- A. compulsory
 - B. regulatory (
 - C. discretionary
- 38) Health and safety warnings are included in
- A. packaging
 - B. branding
 - C. labeling
 - D. positioning
- 39) _____ has the advantage of modifying it for each local market
- A. Branding
 - B. Packaging
 - C. Labeling
 - D. Positioning
- 40) Market segmentation is better than market _____
- A. targeting

- B. positioning
- C. aggregation

41) ____ segmentation has become highly popular.

- A. Geographic
- B. Gender
- C. Psychographic
- D. Regional

42) ____ Strategy can cater to large number of customers

- A. Undifferentiated marketing
- B. Multi-segment
- C. Micro marketing
- D. Macro marketing

43) Smart phones are marketed through ____ positioning.

- A. special-interest
- B. high-tech
- C. product-user
- D. User friendly

44) Product life cycle is an ____ factor influencing pricing.

- A. internal
- B. external
- C. insider
- D. Outsider

45) ____ cost is a part of marginal cost pricing.

- A. Maintenance
- B. Variable
- C. Transfer
- D. Fixed

46) ____ pricing indicates product benefits.

- A. Target
- B. Value
- C. Discount
- D. None of these

47) Promotional expenditure is limited in _____ pricing.

- A. skimming
- B. penetration
- C. differential
- D. Cost plus

48) ____ is international price discrimination.

- A. Counter trade
- B. Buyback
- C. Dumping
- D. Grey market

49) Differentiation indicates that the product is _____

- A. unique
- B. standard
- C. common
- D. all of these.

50) International marketing plan must address payment and _____

- A. credit
- B. paperwork
- C. Lien
- D. Receipt