63/2 (SEM–1) MCO 105

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COMMERCE

Paper : 105

(International Marketing)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

(New Course)

1. Choose the correct answer : 1×12=12

   (a) Charging the minimum price for a product to gain large market share is called as

   (i) price skimming

   (ii) penetration pricing

   (iii) predatory pricing

   (iv) cost pricing

(b) Which of the following is not an International Commercial Term (Inco-Term)?

(i) FCA

(ii) FOB

(iii) CRR

(iv) DDP

(c) The label that provides information about the quality of products is called as

(i) brand label

(ii) informative label

(iii) grade label

(iv) descriptive label

(d) Which of the following is the drawback of franchising?

(i) Lack of quality control

(ii) High cost

(iii) Use of obsolete technology

(iv) None of the above

(e) 7UP is a brand of

(i) Pepsi

(ii) Cola

(iii) Coke

(iv) Thumps Up

(f) ____ concentrates on the tastes and preferences of customers of the local market.

(i) Niche marketing

(ii) Local marketing

(iii) Segment marketing

(iv) Individual marketing

(g) ____ help(s) in lowering cost and increasing profits of organizations operating in the foreign market.

(i) Global customers

(ii) International travel

(iii) Economies of scale

(iv) Regional market agreements

(h) Selling the same product by an organization in all the markets of the world is called as

(i) product adaptation

(ii) product differentiation

(iii) product standardization

(iv) product global selling

(i) Which of the following customers remain loyal to a brand for a very long time?

(i) Hard-core loyal

(ii) Split loyal

(iii) Shifting loyal

(iv) Switchers

(j) Which of the following projects are based on the principle of build, operate and transfer?

(i) Turnkey

(ii) Contract manufacturing

(iii) Wholly owned subsidiary

(iv) Joint ventures

(k) Which one of the following is not a digital good?

(i) e-book

(ii) Mobile phone

(iii) Online course

(iv) Audio-music

(l) _____ results in decrease in the purchasing power of buyers.

(i) Internet marketing

(ii) Recession marketing

(iii) Boom marketing

(iv) Video marketing

2. Answer any *four* of the following questions : 5×4=20

(a) What do you understand by International Commercial Terms (Inco-Terms)? Briefly explain any four Inco-Terms.

(b) What is marketing information system? Explain its types.

(c) What is product life cycle? Briefly explain its different stages.

(d) What are the different factors influencing international pricing?

(e) What do you understand by marketing ethics?

(f) What do you understand by International Marketing? Explain any four ways or modes of entering an international market.

3. Answer any *four* of the following questions : 12×4=48

(a) What is the process of choosing a distribution channel? What are the different types of distribution channel a marketer can adopt?

(b) What is marketing environment? What are the different types of environment a marketer faces?

(c) Explain the concept and process of New Product Development.

(d) What do you understand by public relations abroad? Explain various tools in public relations. Also explain how you will organize a public relation campaign abroad.

(e) What is market segmentation? What are the bases of market segmentation?

(f) Write short notes on any *three* of the following : 4×3=12

(i) Country of origin effect

(ii) Trade fairs and exhibitions

(iii) Niche marketing

(iv) Loyal customers and wandering customers

(v) Franchising

(vi) Digital goods

(vii) Blogging and mobile marketing

(Old Course)

1. Answer the following as directed : 1×12=12

(a) Which of the following is not a financial instrument?

(i) Bill of exchange

(ii) Promissory note

(iii) Land belonging to a firm

(iv) Deposit receipt

(Choose the correct answer)

(b) What is meant by Financial Asset?

(c) Find the odd-man out from the following :

(i) Commercial paper

(ii) Share certificates

(iii) Deposit certificate

(iv) Treasury bills

(Choose the correct answer)

(d) The market for short-term loan is called

(i) call-money market

(ii) bill market

(iii) money market

(iv) acceptance market

(Choose the correct answer)

(e) What do you mean by NPA in relation to commercial banks?

(f) In India, the company which deals with the corpus of the mutual fund is called

(i) sponsor company

(ii) mutual fund company

(iii) asset management company

(iv) trustee company

(Choose the correct answer)

(g) What are primary and secondary markets?

(h) The major player(s) in Indian Money Market is/are

(i) Cooperative Banks

(ii) Stock Market

(iii) Commercial Banks

(iv) Reserve Bank

(Choose the correct answer)

(i) Which of the following is not related to NBFC?

(i) Contract deposit

(ii) Transfer of fund

(iii) Brokering service

(iv) Underwriting

(Choose the correct answer)

(j) Which of the following is not an objective of SEBI?

(i) Registering stock brokers

(ii) Preventing unfair trading

(iii) Educating investors

(iv) Regulating commercial banks

(Choose the correct answer)

(k) What do you mean by Credit Rating Agency?

(l) Which one of the following is not a qualitative method of credit control?

(i) Open-market operation

(ii) Margin requirements

(iii) Credit rationing

(iv) Moral suasion

(Choose the correct answer)

2. Answer the following questions : 5×4=20

(a) State any five features of financial instruments.

(b) Distinguish between money market and capital market.

(c) Explain in brief, any five types of mutual fund available in the market.

(d) State any five functions of credit rating agencies.

3. Answer any *four* of the following questions : 12×4=48

(a) Explain the importance of financial system in economic development of the country.

(b) State the features of primary market. Distinguish between primary market and secondary market. 4+8=12

(c) Explain the functions of commercial banks in building nation's economy.

(d) Discuss the powers and functions of SEBI in regulating stock market.

(e) Explain the functions of RBI. What is the role of government in financial market? 8+4=12

(f) State the powers and functions of the Insurance Regulatory Development Authority of India.

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