

TYBMS SEM VI

International Marketing Sample MCQ

- 1 A _____ allows a specified number of goods to be imported each year and it not specifies from where the product is shipped and who is permitted to import?
(A) Import quota
(B) Export quota
(C) Selective quota
(D) Global quota

Answer: (C) Selective quota

- 2 The first ASEAN summit held in _____
(A) Bali
(B) Jakarta
(C) Manila
(D) Singapore

Answer: (A) Bali

- 3 _____ marketing is dominated by developed countries.
(A) Niche
(B) National
(C) International
(D) Local

Answer : (C) International

- 4 _____ system is type of non-tariff barrier.
(A) Tariff
(B) Quota
(C) Revenue
(D) Non-revenue

Answer: (B) Quota

- 5 _____ is a form of licensing
(A) Wholesaling
(B) Franchising
(C) Retailing
(D) Selling

Answer: (B) Franchising

- 6 In _____, two companies come together and only one survives.
(A) Merger
(B) New formation
(C) Closure
(D) Old company

Answer : (A) Merger

- 7 Trade barriers are _____ to the growth of international trade.
(A) Useful
(B) Harmful
(C) Supportive
(D) Good

Answer : (B) Harmful

- 8 IMF was established in the year ____
(A) Dec 27, 1945
(B) Jan 30, 1947
(C) Jan 1, 1946
(D) Sept 24, 1947

Answer: (A) Dec 27, 1945

- 9 A _____ is a distinct cultural group within a larger culture
(A) Sub-culture

(B) Material-culture

(C) Co-culture

(D) Bi-culture

Answer: (C) Co-culture

10 EU is the best example of _____.

(A) Economic union

(B) Free trade area

(C) Customs union

(D) Common market

Answer : (A) Economic Union

11 IFC is one affiliate of _____.

(A) State bank

(B) World bank

(C) Private bank

(D) Government bank

Answer: (B) World bank

12 Cultural environment is _____.

(A) Static

(B) Flexible

(C) Stable

(D) Unfair

Answer : (B) Flexible

13 _____ is a unfair practise for entry in foreign markets.

(A) Free Sample

(B) Dumping

(C) Discount offer

(D) Competition

Answer: (B) Dumping

14 Promotional expenditure is limited in _____ pricing.

(A) Skimming

(B) Penetration

(C) Differential

(D) Compulsory

Answer: (B) Penetration

15 Market _____ is better than market Aggregation.

(A) Targeting

(B) Positioning

(C) Segmentation

(D) Penetration

Answer: (C) Segmentation

16 Packaging requires both discretionary and _____ changes.

(A) Compulsory

(B) Regulatory

(C) Mandatory

(D) Nominal

Answer: (C) Mandatory

17 Health and safety warnings are included on _____.

(A) Packaging

(B) Branding

(C) Labelling

(D) Standardising

Answer: (C) Labelling

18 The physical storage of goods waiting to be passed on to the customers is known as

_____ (A) Merchandising

(B) Stock control

(C) Audit

(D) Warehousing

Answer: (D) Warehousing

19 _____ marketing mix element generates revenue?

(A) Promotion

(B) Price

(C) Place

(D) Product

Answer: (B) Price

20 _____ is the general term for a buying and selling process that is supported by electronic means

(A) Internet Commerce

(B) Web Commerce

(C) Computer Commerce

(D) Electronic Commerce

Answer: (D) Electronic Commerce

21 Situation analysis is the _____ to prepare international marketing plan.

(A) Start

(B) Finale

(C) Documentation

(D) End

Answer : (A) Start

22 Worldwide functional structure offers _____ Specialisation.

(A) Low

(B) High

(C) Moderate

(D) Wages

Answer: (B) High

23 Strategic control includes _____ aspects.

(A) Audit

(B) Evaluation

(C) Functional

(D) Work

Answer: (B) Evaluation

24 Firms desiring to cut down financial loss opt for direct_____.

(A) Importing

(B) Selling

(C) Direct selling

(D) Control

Answer: (B) Exporting

25 Service sector acts as engine of_____.

(A) Model

(B) Growth

(C) Basis

(D) Modern

Answer: (B) Growth