



SLR-SB – 35

Seat No.	
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**B.Sc. – II (Semester – IV) (Entrepreneurship) Examination, 2018
(New – CBCS)
Paper – VIII : INTERNATIONAL MARKETING AND
MARKETING DECISION**

Day and Date : Friday, 4-5-2018
Time : 10.30 a.m. to 1.00 p.m.

Max. Marks : 70

1. Choose the correct answer from given alternative : **14**
- 1) The Marketing mix does not include
 - a) Product
 - b) Place
 - c) Practically
 - d) Promotion
 - 2) Marketing is a _____ activity.
 - a) Universal
 - b) Fixed
 - c) Temporary
 - d) None of these
 - 3) This world organization monitor trade and resolve disputes
 - a) WTO
 - b) GSP
 - c) IMF
 - d) World Bank
 - 4) The Price motive is an example of _____
 - a) Rational Motive
 - b) Emotional motive
 - c) Subjective Motive
 - d) Prestige motive
 - 5) The top Country in terms of Marketing research expenditure is _____
 - a) The United Kingdom
 - b) The Universal State
 - c) Germany
 - d) Japan
 - 6) The partnership at corporate level is
 - a) Licensing
 - b) Joint venture
 - c) Management contact
 - d) Trunkey operation

P.T.O.



- 7) The world largest exporter of services is _____
- a) The United State b) Canada
c) Belgium d) Japan
- 8) The world's most international currency is the _____
- a) U. S. doller b) British Pound
c) Euro d) Japanese Yen
- 9) This is a fixed system of exchange rate
- a) Per value b) Wideband
c) Crawling Peg d) Flexible
- 10) _____ describes changes in an individual behavior arising from experience.
- a) Modeling b) Motivation
c) Perception d) Learning
- 11) The amount of money expected required, or given in payment for something is called _____
- a) Plan b) Price
c) Product d) Process
- 12) GME stands for _____
- a) Global Marketing Environment
b) Global Marketing Earning
c) Global Marketing Essential
d) Global Marketing Energy
- 13) EDI stands for
- a) Electronic Data Interchange b) Easy Data Interchange
c) Economic Data Interchange d) Era Data Interchange
- 14) FT stands for _____
- a) Fast Trade b) Foreign Trade
c) Fixed Trade d) Frequency Trade



2. Answer **any seven** of the following : 14
- A) What is Planning ?
 - B) What is Product ?
 - C) Define Decision.
 - D) What is consumer ?
 - E) Define e-commerce.
 - F) What is Retailer ?
 - G) Define Technology.
 - H) What is Communication ?
 - I) Define International.
3. A) Answer **any two** of the following : 10
- 1) What is Product ? Explain types of Product.
 - 2) What is Consumer Behavior ? Explain the model of behavior.
 - 3) Write down types of distribution Channel.
- B) Describe in short E-Marketing. 4
4. Answer **any two** of the following : 14
- 1) Describe the advertising strategy in Competitive market.
 - 2) What is e-commerce ? Write down application of e-commerce.
 - 3) Describe :
 - i) Market Selection.
 - ii) Product planning and development.
5. Answer **any two** of the following : 14
- 1) What is price ? Write down needs of Pricing.
 - 2) Explain the advantages and disadvantage of e-commerce.
 - 3) Define Wholeseller. Explain types and function.

Set P