

**QUESTION BANK INTERNATIONAL MARKETINGT SEM VI 2019-2020 MOCK TEST**

<b>Seria l No.</b>	<b>Question</b>	<b>Option A</b>	<b>Option B</b>	<b>Option C</b>	<b>Option D</b>	<b>Right Answer</b>	<b>Right answer</b>
1	International marketing is dominated by _____ countries.	Poor	Developing	Developed	Rich	c	Developed
2	International marketing ensues _____ utilisation of resources.	Minimum	Maximum	Normal	Abnormal	B	Maximum
3	margin.	Low	High	Normal	Medium	b	High
4	Trade barriers are _____ obstacles imposed on imports from other countries.	Natural	Artificial	Politcal	Revenue	b	Artificial
5	Quota system is a type of _____ barrier.	Tariff	Non-tariff	Revenue	Non-revenue	b	Non-tariff
6	International economic environment is the result of economic factors operating at the _____	Local	National	International	Business	c	International
7	International marketing environment is _____ in character.	Stable	Static	Flexible	Fluid & flexible	d	Fluid & flexible
8	International economic institutions mainly provide _____ to poor & developing	Financial assistance	Consultancy services	Legal assistance	Local service	a	Financial assistance
9	IFC is one _____ of world bank.	institution	Affiliate	agency	Advisory	b	Affiliate
10	One objective of IMF is to promote _____.	Exchange rate	growth	Infrastructure	Interest rate	a	Exchange rate
11	Entering a new price slot and a new market segment is called line _____.	Stretching	Down	Filing	up	a	Stretching
12	Product _____ gives confidence to customers.	Standardisatio n	Adaptation	Pruning	Rigidity	a	Standardisati on
13	_____ innovation requires similar culture & economic conditions.	Scientific	Local	National	Overseas	d	Overseas
14	Packaging requires both _____ and mandatory changes.	Compulsory	Discretionary	Regulatory	Stable	b	Discretionary
15	Health & safety warnings are included in _____.	Packaging	Branding	Labelling	Promotion	c	Labelling
16	International marketing plan must address payment and _____.	Credit	Paperwork	Lien	Tariff	b	Paperwork

17	Situation analysis is the _____ to prepare international marketing plan.	Start	Finale	Documentatio n	Environment	a	Start
18	International _____ is attached to the parent company.	Business	Department	Division	Function	c	Division
19	Worldwide functional structure offers high _____.	Remuneration	Turnover	Competition	Specialisation	d	Specialisation
20	_____ structures violates principle of unity of command.	Matrix	Networked	Product	Line	a	Matrix