

- Q.29 Discuss the importance of economic condition in market entry.
- Q.30 What are the advantages of researching customers?
- Q.31 Explain the reasons for attracting the foreign firms in India.
- Q.32 Distinguish Tariff and non-tariff barriers.

SECTION-D

Note: Long answer type questions. Attempt any three questions out of four questions. 3x10=30

- Q.33 Discuss the meaning, nature and process of international marketing management.
- Q.34 Critically explain the concept of SWOT analysis.
- Q.35 Explain the various objectives of market entry strategy. How cultural and economic conditions effect it?
- Q.36 Discuss in brief the importance, advantages and disadvantages of Electronic payment system in the era of digital India.

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5th Sem. / DBM, DBM (IPM)

Subject : International Marketing and E-Marketing

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Objective type questions. All questions are compulsory (10x1=10)

- Q.1 Political conditions has no effect on market entry strategies (T/F).
- Q.2 Search Engine optimization (SEO) is related with On-line marketing (T/F)
- Q.3 One can make payment through Debit card if there is no cash in his account. (T/F)
- Q.4 A _____ is Just a tax on staff imported from another country.
- Q.5 Researching customer can be done by Google Alerts. (T/F)
- Q.6 On-line marketing also includes content marketing (T/F)

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- Q.7 World Trade Organisation is only related with European countries. (T/F)
- Q.8 A _____ is a limit placed on the quantity of a specific goods allowed in a country.
- Q.9 The main drivers of globalization is _____ advancement.
- Q.10 The validity of credit/Debit card is for limited period (T/F)

SECTION-B

Note:Very short answer type questions. Attempt any ten questions out of twelve questions. 10x2=20

- Q.11 What do you understand by term international marketing?
- Q.12 Define the term E-marketing.
- Q.13 Explain the concept of digital cash.
- Q.14 Define the term non-tariff barriers.
- Q.15 What do you mean by quota embargo?
- Q.16 State any two legal conditions impact on market entry strategies.

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- Q.17 Explain the term global firm.
- Q.18 What is the full form of SWOT.
- Q.19 List any two advantages of debit card.
- Q.20 Mention any four drivers fo globalization.
- Q.21 List any four companies in vae field e-marketing.
- Q.22 State two objectives of WTO.

SECTION-C

Note:Short answer type questions. Attempt any eight questions out of ten questions. 8x5=40

- Q.23 What is the scope of international market?
- Q.24 Explain five objectives of e-marketing.
- Q.25 Discuss the importance of e-marketing in brief.
- Q.26 State any five features of globalisation.
- Q.27 Explain any five pre-requisite of on-line credit system.
- Q.28 Discuss the impact of cultural factors on market entry strategies.

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