

8 PAPER SOLVED

MBA marketing subject mkt630

100 % Solved paper with reference

MIDTERM EXAMINATION

Spring 2009

MKT630- International Marketing (Session - 3)

Question No: 1 (Marks: 1) - Please choose one

When a company uses credit practices for sale to increase profit, it is considered in which of the following concepts?

Determinants of Profitability

Cost of Internal Distribution

Sales Volume Forecasting

Market Access

Question No: 2 (Marks: 1) - Please choose one

The Mobilink Limited Company strives to develop standardized marketing mixes for its products that will be generally applicable across national borders. The firm's philosophy would be best described as:

Multi-domestic market orientation

Ethnocentric marketing orientation

Domestic market extension

Global marketing orientation

Question No: 3 (Marks: 1) - Please choose one

The nature of international marketing process is:

End with implementation

One step more ahead implementation

Continual monitoring is need

Does not end with implementation

Question No: 4 (Marks: 1) - Please choose one

If a company is transferring its goods and services to its customer, this transaction is based on:

Barter system

Exchange

Transformation

Relationship

Question No: 5 (Marks: 1) - Please choose one

Which of the following is a physical, concrete product that you can touch?

A service

A good

An idea

A philosophy

Question No: 6 (Marks: 1) - Please choose one

Which of the following is NOT the assumption of comparative advantage theory?

Only two nations and two commodities

Constant costs of production

No transportation costs

Technical change is there

Assumptions

1. Fixed endowment of resources (no growth or technological change)
2. Homogeneous factors (all workers within country have the same abilities and productivity levels)
3. Factors are perfectly mobile within country (can move from cloth to wine production)
4. No mobility of factors between countries (workers can't move, neither can capital)
5. Labour theory of value (only workers as factor of production therefore can measure productivity directly from labour)
6. Fixed level of technology
- 7. Constant cost of production**
8. Full employment
9. Perfect competition
10. Comparison is between no trade and perfectly free trade (no tariff or non-tariff barriers)
- 11. No transportation costs**
- 12. Two-country, two goods.**

Question No: 7 (Marks: 1) - Please choose one

According to Mercantilism philosophy economic health of a nation could be measured in form of:

Precious metal

Paper currency

Coin currency

Bank reserve

Question No: 8 (Marks: 1) - Please choose one

The Theory of National Competitive Advantage was presented by which one of the following scholars?

Recardo

Adam Smith

Paul Krugman

Michael Porter

Question No: 9 (Marks: 1) - Please choose one

Identify the system of account that record a nation's international financial transaction.

Balance of trade

Balance of payment

Balance of import

Balance of export

Question No: 10 (Marks: 1) - Please choose one

A balance of payment statement includes three accounts EXCEPT:

Current account

Capital account

Reserve account

Accrual account

Question No: 11 (Marks: 1) - Please choose one

The exchange rate means that how much one currency is worth in term of the other one.

Identify the term which carry same concept as exchange rate?

Spot exchange rate

Foreign-exchange rate doubted

Forward exchange rate

Fixed exchange rate

Question No: 12 (Marks: 1) - Please choose one

Which of the following law formats is based on an all-inclusive system of written rules of law?

Code law

Interpretive law

Statute law

Legislative law

Question No: 13 (Marks: 1) - Please choose one

A nonbonding agreement between parties to resolve disputes by asking a third party to mediate differences is called:

Arbitration

Litigation

Conciliation

Compromise

Question No: 14 (Marks: 1) - Please choose one

All of the following have been cited as reasons that litigation should be avoided

EXCEPT:

Fear of creating a poor public image

Loss of confidentiality

Difficulty in collecting judgments

All of the given are valid reasons

http://highered.mcgraw-hill.com/sites/0073380989/student_view0/chapter7/multiple_choice_quiz.html

Question No: 15 (Marks: 1) - Please choose one

Differentiate a finance system of an exchange rate in which the values of participating currencies are free to change in relation to one another according to market demand and supply for each currency from others.

Fixed Exchange Rate System

Flexible Exchange Rate System

Managed Exchange Rate System

Moderate Exchange Rate System

Question No: 16 (Marks: 1) - Please choose one

Which of the following Hofstede's dimension emphasis that the people belongs to a group and look after on exchange for loyalty?

Power distance

Collectivism

Uncertainty avoidance

Achievement

Question No: 17 (Marks: 1) - Please choose one

Indicate the concept given below that explains "the human-made part of the human environment".

Anthropology

Sociology

Personal relations

Culture

Question No: 18 (Marks: 1) - Please choose one

Which of the following countries is a very good illustration of a country that is considered to be Low-Context/Explicit?

Japan

Brazil

France

Switzerland

Question No: 19 (Marks: 1) - Please choose one

Identify the analysis that an international marketer uses to determine potential export in international market.

Two stage analysis

Three stage analysis

Four stage analysis

Five stage analysis

Question No: 20 (Marks: 1) - Please choose one

A Pakistani exporter exported rice to European country regardless of goods transferred at designation. Payment will transfer after fixed number of days. Which payment mode is consistent with explained transaction?

Dollar draft

Sight draft

Arrival draft

Date draft

Question No: 21 (Marks: 1) - Please choose one

Which of the following trade terms is used most frequently by exporter?

Free alongside ship (FAS)

Free on board (FOB)

Cost and freight (CFR)

Cost, insurance, and freight (CIF)

Question No: 22 (Marks: 1) - Please choose one

Identify the pricing term that indicates the charterer of a vessel is responsible for the cost of loading goods onto the vessel.

Free in

Free out

Free in and out

Free out and in

Free In

A pricing term indicating that the charterer of a vessel is responsible for the cost of loading goods onto the vessel

Question No: 23 (Marks: 1) - Please choose one

Identify the pricing term that indicates the quoted prices include the cost of unloading goods from vessel.

Free in

Free out

Free in and out

Free out and in

Free Out

A pricing term indicating that the quoted prices includes the cost of unloading the goods from the vessel.

Question No: 24 (Marks: 1) - Please choose one

Currently, you find yourself involved in marketing research. The form you are using is flexible, allows explanation of difficult questions and lends itself to showing products and advertisements. What is this form of research?

Personal interviewing

Online interviewing

Vision phone interviewing

Mall intercept

Question No: 25 (Marks: 1) - Please choose one

Marketing researchers usually draw conclusions about large groups of consumers by

studying which of the following small component of the total consumer population?

Group

Sample

Target group

Audience

<http://www.proprofs.com/quiz-school/quizreport.php?title=mgt-301-marketing-01&sid=MTM1NDk1NTc=>

Question No: 26 (Marks: 1) - Please choose one

Identify a situation in which primary research is most likely to play a subordinate role to secondary research?

A company is interested in finding if their new product concept will be liked by its target market.

A company wants to know how satisfied its current customers are.

A company wants to know the reasons why non-customers don't buy its

products

A company wants to know who their customers are, where they are located, and how often do they buy their products.

Question No: 27 (Marks: 1) - Please choose one

Which of the following is an example of a primary source of information?

Census data

Newspaper articles

Google searches

Internal sales reports

Question No: 28 (Marks: 1) - Please choose one

Which method of research can be used to obtain information if people are unwilling or unable to provide?

Observation

Focus groups

Personal interviews

Questionnaires

Question No: 29 (Marks: 1) - Please choose one

If Proctor and Gamble, need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which method this study would be accomplished?

Focus groups

Mail surveys

Personal interviews

Observation

Question No: 30 (Marks: 1) - Please choose one

Associated with each cluster is a linear combination of the variables in the cluster. What are they called?

Cluster center

Cluster component

Cluster centroid

Cluster matrix

Clustering can also be used to reduce the number of variables. Associated with each cluster is a linear combination of the variables in the cluster, called the *cluster component*

Question No: 31 (Marks: 5)

Thousands of companies in Pakistan are doing their businesses in international market.
What are the core benefits of doing business internationally?

Question No: 32 (Marks: 10)

Global marketing passes through different evolutionary changes, describe all steps in detail.

MIDTERM EXAMINATION

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Question No: 1 (Marks: 1) - Please choose one

While a Multinational Corporation produces and sells most of its products in and for the domestic market, it has begun to adapt some of its products for sale by foreign middlemen in selected foreign markets. The firm would be best

described as engaging in:

Infrequent foreign marketing

International marketing

Regular foreign marketing

Global marketing

o Marketing goods on a continuous basis to foreign markets

o Overseas Middlemen / Own Sales force / Sales subsidiary

o Adaptation of the product to the foreign market

<http://www.managementparadise.com/forums/marketing-management/15494-international-marketing-notes.html>

Question No: 2 (Marks: 1) - Please choose one

The nature of international marketing process is:

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One step more ahead implementation

Continual monitoring is need

Does not end with implementation

Question No: 3 (Marks: 1) - Please choose one

Identify the seller-buyer involvement in the societal concept.

Low-Low

Low-High

High-Low

High-High

Question No: 4 (Marks: 1) - Please choose one

Identify the exact sequence of international marketing that you have learnt in your course.

Analyzing opportunities, strategy development, targeting, marketing mix, implementation

Analyzing opportunities, targeting, marketing mix, strategy development, implementation

Analyzing opportunities, targeting, strategy development, marketing mix, implementation

Analyzing opportunities, marketing mix, targeting, strategy development, implementation

Question No: 5 (Marks: 1) - Please choose one

With respect to the controlling factor of direct investment, the percent control of ownership in direct investment belongs to which category?

At least 10% of voting control p-14

At least 11% of voting control

At least 12% of voting control

At least 13% of voting control

Question No: 6 (Marks: 1) - Please choose one

After the 2nd world war most of the companies start their business internationally due to good infrastructure in some country. With reference to infrastructure which one of the following factors motivates businessmen to move world wide?

Technological factors

Financial resource factors

Political factors

Social factors

Question No: 7 (Marks: 1) - Please choose one

New Zealand can produce three times the wheat that Australia can on one acre of land, and Australia can produce three times the cotton. Indicate the advantage the two countries have.

Mutual absolute advantage

Mutual comparative advantage

Absolute advantage

Comparative advantage

Question No: 8 (Marks: 1) - Please choose one

Which one of the following is the effect of imports on domestic economy?

Pressure for domestic economy

Prosperity for domestic economy

Expansion for domestic economy

No effect on domestic economy

Question No: 9 (Marks: 1) - Please choose one

Mercantilism philosophy explains about import and export balance.

Which one of the following is the consistent with this philosophy?

Export more goods

Import more goods

Imports equal to exports

Imports greater than export

Question No: 10 (Marks: 1) - Please choose one

Choose the nature of product life cycle of luxury product where cost is

less important.

Short product life cycle

Long product life cycle

Medium product life cycle

Undefined product life cycle

Question No: 11 (Marks: 1) - Please choose one

The overall nature of international product life cycle and product life cycle is:

Consistent 100%

Partially consistent

Totally different

No need to compare

Question No: 12 (Marks: 1) - Please choose one

The Global Strategic Rivalry Theory was presented by which one of the following scholars?

Recardo

Adam Smith

Paul Krugman

Michael Porter

Question No: 13 (Marks: 1) - Please choose one

A balance of payment statement includes three accounts EXCEPT:

Current account

Capital account

Reserve account

Accrual account

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Historical data of a firm is sufficient to find which of the following information?

Trend in sales and profits

Trend in sales only

Trend in profits only

Either trend in sales or profits

Question No: 15 (Marks: 1) - Please choose one

Identify which law seeks interpretation through the past decision of higher courts and interpret the same statutes or apply established and customary principles of law to a similar set of facts.

Civil law

Code law

Common law

Islamic law

Question No: 16 (Marks: 1) - Please choose one

Which of the following will generally increase inflationary pressures, weaken balance-of-payments positions, and restrict manufacturers' supply sources?

Quota

Export restraint

Tariff

Monetary barrier

http://highered.mcgraw-hill.com/sites/0073380989/student_view0/chapter2/multiple_choice_quiz.htm

Question No: 17 (Marks: 1) - Please choose one

Identify the decision making style that is followed by the people of USA.

Authoritarian

With consensus

Paternalistic

With determination

Question No: 18 (Marks: 1) - Please choose one

Which of the following time systems typifies most North Americans since they tend to concentrate on only one thing at a time where they divide time into small units and are concerned with promptness?

M-time (monochronic time)

P-time (polychronic time)

B-time (bureaucratic time)

I-time (individual time)

http://highered.mcgraw-hill.com/sites/0073380989/student_view0/chapter5/multiple_choice_quiz.htm
1

Question No: 19 (Marks: 1) - Please choose one

The second stage “Analysis of Industry Market Potential” in determining export potential in international market involves the following variables EXCEPT:

Product potential

Competitor offer

Market assessment

Determinant of profitability

Question No: 20 (Marks: 1) - Please choose one

The third stage “Analysis of Company Sales Potential” in determining export potential in

international market involves the following variables EXCEPT:

Market assessment

Determinant of profitability

Cost of internal distribution

Sale volume forecasting

Question No: 21 (Marks: 1) - Please choose one

If ABC Ltd knows that its market share in Pakistan has dropped 13 percent in the first quarter of the year but does not know what might have contributed to this decline, it is in which stage of the marketing research process?

Hypothesis development

Symptom identification

Problem identification

Data interpretation

Question No: 22 (Marks: 1) - Please choose one

Currently, you find yourself involved in marketing research. The form you are using is flexible, allows explanation of difficult questions and lends itself to showing products and advertisements. What is this form of research?

Personal interviewing

Online interviewing

Vision phone interviewing

Mall intercept

Question No: 23 (Marks: 1) - Please choose one

Your assistant wants to use secondary data exclusively for the current research project. You advise him that the use of secondary data has some potential problems. Which of the

following is not one of them?

All of the needed data is rarely available

It may not be useable for research purpose

More expensive when purchased from the government

You do not know why it was originally collected

Question No: 24 (Marks: 1) - Please choose one

Which of the following is a disadvantage of pre-designed measurement questions?

Customized

Enhanced validity

Reduced project costs

Availability

<http://highered.mcgraw-hill.com/novella/QuizProcessingServlet>

Question No: 25 (Marks: 1) - Please choose one

Which method of research can be used to obtain information if people are unwilling or unable to provide?

Observation 100%

Focus groups

Personal interviews

Questionnaires

Question No: 26 (Marks: 1) - Please choose one

General Motors need to assess the company's image relative to a new competitor. The time schedule is flexible, the research budget is very limited and a low response rate will not be a major problem. Which one of the following survey would be used by General Motors?

Mail

Telephone

Personal interview

Population

Question No: 27 (Marks: 1) - Please choose one

If Unilever needs to survey retailer's attitudes on the availability of product literature in athletic shoe shops and needs the results within four working days, Unilever will probably use what kind of survey?

A mail

A telephone

Computer interviewing

A personal interview

[question NO 17](#)

Question No: 28 (Marks: 1) - Please choose one

In the previous three years, four studies have been conducted on the characteristics of ABC Company's clients. As the firm seeks to put together a report

showing trends in this area, it has a hard time locating the information contained in these study reports. What does this firm seem to need?

A marketing research manager

A marketing databank

Survey research

Primary data

Question No: 29 (Marks: 1) - Please choose one

ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

Respondents who refuse to cooperate or give biased answers

shortcuts

Interviewers who make mistakes or take

Interpreting and reporting the findings

Primary data that conflict with secondary data

Question No: 30 (Marks: 1) - Please choose one

Which of the following is a computer program for data preparation?

Microsoft Word

Microsoft Office

SAR

SPSS

Question No: 31 (Marks: 5)

Write down the core concepts of “Mercantilism classical country based theories” in your own words.

Question No: 32 (Marks: 10)

International marketer always seeks those countries for export that constitute valuable contribution for his company. To do this what he would consider in preliminary screening?

MIDTERM EXAMINATION
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Question No: 1 (Marks: 1) - Please choose one

Which of the following is a major concern of international marketing?

Exchanges goods & services across national boundaries

Exchanges goods, services & ideas across national boundaries

Exchanges culture across national boundaries

Exchanges goods across national boundaries

Question No: 2 (Marks: 1) - Please choose one

Ideally, a firm's decision to enter international marketing should:

Evolve 'naturally" over time.

Result from a careful study and analysis of market potential and company capabilities.

Be determined by the actions of their most significant competitors.

Be made without regard to political or legal considerations.

Question No: 3 (Marks: 1) - Please choose one

A contract where a company takes all responsibility for building, fitting, and staffing for a building such as a school, hospital, or factory so that it is completely ready for the purchaser to take over at an agreed date. Differentiate stated contract from the following list.

Management contract

Turnkey contract

Licensing contract

Franchising contract

Question No: 4 (Marks: 1) - Please choose one

After the 2nd world war most of the companies start their business internationally due to good infrastructure in some country. With reference to infrastructure which one of the following factors motivates businessmen to move world wide?

Technological factors

Financial resource factors

Political factors

Social factors

Question No: 5 (Marks: 1) - Please choose one

In which year “the theory of Absolute Advantage” is presented by Adam Smith?

1786

1776

1756

1746

Question No: 6 (Marks: 1) - Please choose one

According to Mercantilism philosophy economic health of a nation could be measured in form of:

Precious metal

Paper currency

Coin currency

Bank reserve

Question No: 7 (Marks: 1) - Please choose one

The Theory of National Competitive Advantage was forwarded in

which of the following

year?

1960

1970

1980

1990

Question No: 8 (Marks: 1) - Please choose one

Which of the following components of the balance-of-payments statement having greatest interest to international business?

The capital account

The official reserve account

The current account

The monetary account

Question No: 9 (Marks: 1) - Please choose one

Historical data of a firm is sufficient to find which of the following information?

Trend in sales and profits pg 21

Trend in sales only

Trend in profits only

Either trend in sales or profits

Question No: 10 (Marks: 1) - Please choose one

The equilibrium of balance of payment is a condition where the sum of debits and credits

becomes equal to zero from which types of account?

Current account + Capital account = 0

Current account + Financial account = 0

Capital account + financial account = 0

Current account + capital account + financial account = 0

Question No: 11 (Marks: 1) - Please choose one

The derivation of Islamic law comes from which of the following way?

Interpretation of the Quran

Interpretation of writings of religious clergy

History and conflict of religious clergy

Divine inspiration by religious clergy

Question No: 12 (Marks: 1) - Please choose one

Identify which law seeks interpretation through the past decision of higher courts and interpret the same statutes or apply established and customary principles of law to a similar set of facts.

Civil law

Code law

Common law

Islamic law

Question No: 13 (Marks: 1) - Please choose one

The judges in International Court of Justice are elected for terms of office of nine years by the United Nations General Assembly and the Security Council. The numbers of judges in World Court are:
10 judges

13 judges

15 judges

17 judges

Question No: 14 (Marks: 1) - Please choose one

Which of the following country is reputed to have passed the most stringent green marketing laws that regulate the management and recycling of packaging waste?

France

England

United States

Germany

Question No: 15 (Marks: 1) - Please choose one

Which of the following mode of international business dispute resolution is nonbonding agreement between parties to resolve disputes by asking a third party to reconcile differences?

Litigation

Mediation

Compromise

Arbitration

Question No: 16 (Marks: 1) - Please choose one

All of the following are the forms of export subsidies EXCEPT:

Tax breaks

Products price support

Cheaper resources

Regulate foreign businesses

Question No: 17 (Marks: 1) - Please choose one

If a nation uses tariffs, quotas, and non-tariff barriers to restrict trade so that domestic industries can flourish, it may be differentiated as:

Embargo

Boycott

Protectionism

Predatory pricing

Question No: 18 (Marks: 1) - Please choose one

Which weapon used by the United States against global terrorism is a monetary barrier, where the U.S. refuses to allow importers to exchange its national currency for the seller's currency?

Export restraint

Valuation system

Blocked currency

Differential exchange rate

http://highered.mcgraw-hill.com/sites/0073380989/student_view0/chapter2/multiple_choice_quiz.htm

Question No: 19 (Marks: 1) - Please choose one

Which of the following is NOT an assumption under Theory X?

Authoritarian

With consensus

Paternalistic

Theocratic

Question No: 20 (Marks: 1) - Please choose one

Indicate the concept given below that explains “the human-made part of the human environment”.

Anthropology

Sociology

Personal relations

Culture

Question No: 21 (Marks: 1) - Please choose one

Which one of the following index measures the tolerance of social inequality?

Uncertainty Avoidance

Power Distance

Cultural Value

Individualism/Collectivism

Question No: 22 (Marks: 1) - Please choose one

High-context cultures primarily follow _____ where the completion of a human transaction is emphasized more than holding to schedules.

M-time (monochronic time)

P-time (polychronic time)

B-time (bureaucratic time)

S-time (speed time)

Question No: 23 (Marks: 1) - Please choose one

Political environment covers all of the following issues EXCEPT:

System of governments

Ideological orientations

Overall level of developments

National economic and development priorities

Question No: 24 (Marks: 1) - Please choose one

A Pakistani exporter exported rice to European country regardless of goods transferred at designation. Payment will transfer after fixed number of days. Which payment mode is consistent with explained transaction?

Dollar draft

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Date draft

Question No: 25 (Marks: 1) - Please choose one

Carriage paid to (CPT) is one of the trade term is used in place of which of the following.

Free on board (FOB)

Cost and freight (CFR)

Cost, insurance, and freight (CIF)

Free alongside ship (FAS)

Question No: 26 (Marks: 1) - Please choose one

An individual is using the systematic design, collection, analysis, and reporting of data relevant to marketing its programs to minority students. What do we call this?

Promotion

Self-study

Marketing research

Cost-benefit analysis

Question No: 27 (Marks: 1) - Please choose one

Gathering secondary information is one of the steps of developing the research plan.
What does the meaning of secondary information in marketing research?

That already exists somewhere in an organized form

That does not currently exist in an organized form

That already exists somewhere, having been collected for another purpose

That the researcher can obtain through surveys and observation

Question No: 28 (Marks: 1) - Please choose one

Which one of the following is a problem in secondary data collection?

Secondary data are very difficult to obtain

Secondary data are very difficult to interpret

Secondary data are very difficult to modify

Secondary data are very difficult to present

Question No: 29 (Marks: 1) - Please choose one

Which method of research can be used to obtain information if people are unwilling or unable to provide?

Observation mgt 301 p-56

Focus groups

Personal interviews

Questionnaires

Question No: 30 (Marks: 1) - Please choose one

What is the desired rate of speech for a presentation?

10 to 15 words

25 to 50 words

50 to 90 words

100 to 150 words

Question No: 31 (Marks: 5)

With reference to your course explain four pillars of international marketing.

Question No: 32 (Marks: 10)

Now days banking is involve in selling electronic cards, being a branch manager how can you build customer-relation effectively?

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3. Factors are perfectly mobile within country (can move from cloth to wine production)
4. No mobility of factors between countries (workers can't move, neither can capital)
5. Labour theory of value (only workers as factor of production therefore can measure productivity directly from labour)
6. Fixed level of technology
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8. Full employment
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EXCEPT:

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group and look after on exchange for loyalty?

Power distance

Collectivism

Uncertainty avoidance

Achievement

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Sociology

Personal relations

Culture

Question No: 18 (Marks: 1) - Please choose one

Which of the following countries is a very good illustration of a
country that is
considered to be Low-Context/Explicit?

Japan

Brazil

France

Switzerland

Question No: 19 (Marks: 1) - Please choose one

Identify the analysis that an international marketer uses to determine potential export in international market.

Two stage analysis

Three stage analysis

Four stage analysis

Five stage analysis

Question No: 20 (Marks: 1) - Please choose one

A Pakistani exporter exported rice to European country regardless of goods transferred at designation. Payment will transfer after fixed number of days. Which payment mode is consistent with explained transaction?

Dollar draft

Sight draft

Arrival draft

Date draft

Question No: 21 (Marks: 1) - Please choose one

Which of the following trade terms is used most frequently by exporter?

Free alongside ship (FAS)

Free on board (FOB)

Cost and freight (CFR)

Cost, insurance, and freight (CIF)

Question No: 22 (Marks: 1) - Please choose one

Identify the pricing term that indicates the charterer of a vessel is responsible for the cost of loading goods onto the vessel.

Free in

Free out

Free in and out

Free out and in

Free In

A pricing term indicating that the charterer of a vessel is responsible for the cost of loading goods onto the vessel

Question No: 23 (Marks: 1) - Please choose one

Identify the pricing term that indicates the quoted prices include the cost of unloading goods from vessel.

Free in

Free out

Free in and out

Free out and in

Free Out

A pricing term indicating that the quoted prices includes the cost of unloading the goods from the vessel.

Question No: 24 (Marks: 1) - Please choose one

Currently, you find yourself involved in marketing research. The form you are using is flexible, allows explanation of difficult questions and lends itself to showing products and advertisements. What is this form of research?

Personal interviewing

Online interviewing

Vision phone interviewing

Mall intercept

Question No: 25 (Marks: 1) - Please choose one

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

Group

Sample

Target group

Audience

<http://www.propofs.com/quiz-school/quizreport.php?title=mgt-301-marketing-01&sid=MTM1NDk1NTc=>

Question No: 26 (Marks: 1) - Please choose one

Identify a situation in which primary research is most likely to play a subordinate role to secondary research?

A company is interested in finding if their new product concept will be liked by its target market.

A company wants to know how satisfied its current customers are.

A company wants to know the reasons why non-customers don't buy its

products

A company wants to know who their customers are, where they are located, and how often do they buy their products.

Question No: 27 (Marks: 1) - Please choose one

Which of the following is an example of a primary source of information?

Census data

Newspaper articles

Google searches

Internal sales reports

Question No: 28 (Marks: 1) - Please choose one

Which method of research can be used to obtain information if people are unwilling or unable to provide?

Observation

Focus groups

Personal interviews

Questionnaires

Question No: 29 (Marks: 1) - Please choose one

If Proctor and Gamble, need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which method this study would be accomplished?

Focus groups

Mail surveys

Personal interviews

Observation

Question No: 30 (Marks: 1) - Please choose one

Associated with each cluster is a linear combination of the variables in the cluster. What are they called?

Cluster center

Cluster component

Cluster centroid

Cluster matrix

Clustering can also be used to reduce the number of variables. Associated with each cluster is a linear combination of the variables in the cluster, called the *cluster component*

Question No: 31 (Marks: 5)

Thousands of companies in Pakistan are doing their businesses in international market.

What are the core benefits of doing business internationally?

Question No: 32 (Marks: 10)

Global marketing passes through different evolutionary changes, describe all steps in detail.

**MIDTERM EXAMINATION
Spring 2010
MKT630- International Marketing**

**Time: 60 min
Marks: 44**

Question No: 1 (Marks: 1) - Please choose one

The unconscious use of the values, experiences, and knowledge of one's own culture as a guide to decision making in a different culture is best described by which of the following?

▶ **Self-reference criterion**

- ▶ Cultural insensitivity
- ▶ Cultural elitism
- ▶ Ethnography

Question No: 2 (Marks: 1) - Please choose one

“One’s own culture or company knows best how to do things” Identify which of the following concept is consistent with given statement?

▶ Ethnocentrism

▶ **Self-reference criterion**

- ▶ Cultural elitism
- ▶ Isolationism

Question No: 3 (Marks: 1) - Please choose one

Which one of the following term explains the ability of a firm or individual to satisfy customer needs and expectations?

▶ Want

▶ Demand

▶ Product

▶ **Quality**

Question No: 4 (Marks: 1) - Please choose one

Identify the concept in which customer will prefer those products which are highly sold and high promotional back up?

▶ Marketing Concept

▶ Societal Marketing Concept

▶ **Selling Concept**

▶ Production Concept

Question No: 5 (Marks: 1) - Please choose one

Identify the exact sequence of international marketing that you have learnt in your course.

▶ Analyzing opportunities, strategy development, targeting, marketing mix, implementation

▶ Analyzing opportunities, targeting, marketing mix, strategy development, implementation

▶ **Analyzing opportunities, targeting, strategy development, marketing mix, implementation**

▶ Analyzing opportunities, marketing mix, targeting, strategy development, implementation

Question No: 6 (Marks: 1) - Please choose one

Which one of the following is the effect of imports on domestic economy?

▶ **Pressure for domestic economy**

- ▶ Prosperity for domestic economy
- ▶ Expansion for domestic economy
- ▶ No effect on domestic economy

Question No: 7 (Marks: 1) - Please choose one

The Theory of National Competitive Advantage was presented by which one of the following scholars?

- ▶ Recardo
- ▶ Adam Smith
- ▶ Paul Krugman
- ▶ **Michael Porter**

Question No: 8 (Marks: 1) - Please choose one

Within the balance-of-payments statement, which account measures a record of all exports and imports of gold, increases or decreases in foreign exchange, and increases or decreases in liabilities to foreign central banks?

- ▶ Current
- ▶ Capital
- ▶ **Reserves**
- ▶ Wealth

Question No: 9 (Marks: 1) - Please choose one

Which of the following is the ideal political climate for a multinational firm?

- ▶ Democratic
- ▶ Socialist
- ▶ Dictatorial
- ▶ **Stable, friendly government**

Question No: 10 (Marks: 1) - Please choose one

The power exercised by a state in relation to other countries and the supreme power exercised over its own members is called:

- ▶ Government policy
- ▶ Control
- ▶ **Sovereignty**
- ▶ Domestication

[http://highered.mcgraw-](http://highered.mcgraw-hill.com/sites/0073080063/student_view0/chapter6/multiple_choice_quiz.html)

[hill.com/sites/0073080063/student_view0/chapter6/multiple_choice_quiz.html](http://highered.mcgraw-hill.com/sites/0073080063/student_view0/chapter6/multiple_choice_quiz.html)

Question No: 11 (Marks: 1) - Please choose one

Identify which law seeks interpretation through the past decision of higher courts and interpret the same statues or apply established and customary principles of law to a similar set of facts.

- ▶ Civil law
- ▶ Code law
- ▶ **Common law**

► Islamic law

Common law seeks “interpretation through the past decisions of higher courts which interpret the same statutes or apply established and customary principles of law to a similar set of facts.”

Question No: 12 (Marks: 1) - Please choose one

Hofstede’s _____ dimension is the degree to which people in a country prefer, structured over unstructured situations.

- Power distance
- Individualism
- **Uncertainty avoidance**
- Achievement

Question No: 13 (Marks: 1) - Please choose one

Which of the following elements of geography are considered to be very important environmental considerations when assessing a market?

- Coal-burning industries and amount of river travel
- Land mass density and population density
- **Climate and physical terrain**
- Number of usable maps and literacy rate

Question No: 14 (Marks: 1) - Please choose one

Which of the following social scientists is credited with doing the most thorough, influential, and widely read work on how cultural values influence various types of business and market behavior?

- Daniel Starch
- **Geert Hofstede**
- Sigmund Freud
- Milton Friedman

http://highered.mcgraw-hill.com/sites/0073080063/student_view0/chapter4/multiple_choice_quiz.html

Question No: 15 (Marks: 1) - Please choose one

Which one of the following is NOT a benefit for conducting environmental analysis?

- **Increase organization's exposure to politically unstable market**
- Aid to decision making
- Choice of market and marketing mix
- Prioritize and manage risk factor

<http://www.oup.com/uk/orc/bin/9780199239429/01student/mcqs/ch02/?view=Standard>

Question No: 16 (Marks: 1) - Please choose one

Which one of the following scheme is TRUE regarding marketing research?

- **Gathering data, analysis, interpretation**
- Analysis, gathering data, interpretation
- Interpretation, gathering data, analysis

- Interpretation, reporting, analysis

<http://www.proprofs.com/quiz-school/quizreport.php?title=mgt-301-marketing-01&sid=MTM1MDk3MDg>

Question No: 17 (Marks: 1) - Please choose one

Sampling requires the answer to three questions. Which of the following is an inappropriate one?

- Who is to be sampled (what sampling unit)?
- How many people should be surveyed (what sample size)?
- **Why should they be sampled (justification)?**
- How should the people be chosen (what sampling method)?

Question No: 18 (Marks: 1) - Please choose one

Experimental research is best suited for gathering which of the following information?

- Unknown
- **Causal**
- Complicated
- Interactive

Question No: 19 (Marks: 1) - Please choose one

Your assistant wants to use secondary data exclusively for the current research project. You advise him that the use of secondary data has some potential problems. Which of the following is not one of them?

- All of the needed data is rarely available
- It may not be useable for research purpose
- **More expensive when purchased from the government**
- You do not know why it was originally collected

Question No: 20 (Marks: 1) - Please choose one

General Motors need to assess the company's image relative to a new competitor. The time schedule is flexible, the research budget is very limited and a low response rate will not be a major problem. Which one of the following survey would be used by General Motors?

- **Mail**
- Telephone
- Personal interview
- Population

Question No: 21 (Marks: 1) - Please choose one

Which one of the following is not part of an organization's macro-environment?

- Political environment
- Economic environment
- Social environment
- **Internal environment**

Question No: 22 (Marks: 1) - Please choose one

Jurisdiction of World Court is generally determined on the basis of which option?

- ▶ Who makes the legal complaint?
- ▶ Jurisdictional clout
- ▶ The structure of the legal systems involved
- ▶ Where a contract was entered

Question No: 23 (Marks: 1) - Please choose one

“Rivalry of new product” is the part of which kind of information that a marketer requires for rational decision making?

- ▶ **Competitor information**
- ▶ Market potential information
- ▶ Marketing mix information
- ▶ The Product information

Question No: 24 (Marks: 1) - Please choose one

The concept in which customer will prefer those product which are easily available and inexpensive in the market is known as:

▶ **Production Concept**

- ▶ Concept Selling
- ▶ Marketing Concept
- ▶ Societal Concept

Question No: 25 (Marks: 1) - Please choose one

Which alternative term is used for the law of comparative advantage?

- ▶ **Law of comparative cost**
- ▶ Law of comparative price
- ▶ Law of comparative revenue
- ▶ Law of comparative profit

Question No: 26 (Marks: 1) - Please choose one

Which one of the following need is the heart of any organization?

- ▶ Un-fulfill and under-fulfill need
- ▶ Market share need
- ▶ **Customer need**
- ▶ Sales need

Question No: 27 (Marks: 1) - Please choose one

When a firm enters the foreign market only infrequently for the purpose of selling surplus or obsolete inventory, that firm is engaged in:

- ▶ Indirect exporting to foreign market
- ▶ Competitive participate in international trade
- ▶ Dumping in the foreign market
- ▶ Contraband dealing with foreign market

Question No: 28 (Marks: 1) - Please choose one

Foreign investment in less self-sufficient countries”

- ▶ Stimulates domestic production
- ▶ Increase domestic unemployment
- ▶ Promotes bribery
- ▶ Prevents embargoes

Question No: 29 (Marks: 3)

List down the subsidies that a government offers to promote exports.

Question No: 30 (Marks: 3)

During research, international marketing researcher faces some issues, discuss three of them.

Question No: 31 (Marks: 5)

International marketers are working in more complex legal system than local marketer. Indicate those issues that an international marketer faces world wide.

Question No: 32 (Marks: 5)

Compare and contrast closed-end questions and open-end questions for gathering data. Differentiate these two terms with at least one

list down 3 variables of economical environment (3) Difference between direct exporting and indirect exporting (3) how marketer can change implication of changing exchange rate (5) -Define term of shipment • Ex-works (EXW) • Free on Board (FOB) (5) what things international marketer have to keep in mind before entering in foreign market (5) 19 bakwas mcqs :(5 subjective

MIDTERM EXAMINATION

Spring 2009

MKT630- International Marketing (Session - 2)

Question No: 1 (Marks: 1) - Please choose one

Which of the following is the source of the globalization of business?

The rapid growth of the World Trade Organization and regional free trade areas

The growing acceptance of the free market system among developing countries

The increasing ability of global media to transcend political boundaries

All of the given options

Question No: 2 (Marks: 1) - Please choose one

If a company is transferring its goods and services to its customer, this transaction is based on:

Barter system

Exchange

Transformation

Relationship

Question No: 3 (Marks: 1) - Please choose one

Identify the concept in which customer will prefer those products which are highly sold and high promotional back up?

Marketing Concept

Societal Marketing Concept

Selling Concept

Production Concept

Question No: 4 (Marks: 1) - Please choose one

Which of the following concepts takes an "inside-out" view of the firm?

Selling concept

Market offering

Marketing concept

Societal marketing concept

Question No: 5 (Marks: 1) - Please choose one

Which of the following orientations holds that consumers will favor products that are available and highly affordable?

Product concept

Marketing concept

Selling concept

Production concept

Question No: 6 (Marks: 1) - Please choose one

All of the following are the reasons to go international markets EXCEPT:

To share technologies

To share skills

To share political culture

To share resources

Question No: 7 (Marks: 1) - Please choose one

Which one of the following is NOT a reason to do business internationally?

Increase in global competition

Convergence of world markets

Support from national governments

Excellent infrastructure in marketer country

Question No: 8 (Marks: 1) - Please choose one

Categorize the stage of international product life cycle where the marketers seek low production cost.

New product stage

Growth stage

Mature stage

Decline stage

Question No: 9 (Marks: 1) - Please choose one

Identify the system of account that record a nation's international financial transaction.

Balance of trade

Balance of payment

Balance of import

Balance of export

Question No: 10 (Marks: 1) - Please choose one

A balance of payment statement includes three accounts EXCEPT:

Current account

Capital account

Reserve account

Accrual account

Question No: 11 (Marks: 1) - Please choose one

“Analysis of the users of a product, including purchase behavior, usage processes, factors affecting purchase and use decisions”. Such information is related to which category?

Marketing mix information

Product related information

Competitor information

Resource information

Question No: 12 (Marks: 1) - Please choose one

Historical data of a firm is sufficient to find which of the following information?

Trend in sales and profits

Trend in sales only

Trend in profits only

Either trend in sales or profits

Question No: 13 (Marks: 1) - Please choose one

Identify the term which explains country's status in international trade with net capital Outflow?

Balance of payment

Balance of trade

Balance of account

Balance of sales

http://en.wikipedia.org/wiki/Current_account
<http://www.answers.com/topic/balance-of-trade>

Question No: 14 (Marks: 1) - Please choose one

The equilibrium of balance of payment is a condition where the sum of debits and credits becomes equal to zero from which types of account?

Current account + Capital account = 0

Current account + Financial account = 0

Capital account + financial account = 0

Current account + capital account + financial account = 0

http://www.bookrags.com/wiki/Balance_of_payments

Question No: 15 (Marks: 1) - Please choose one

Which of the following is the ideal political climate for a multinational firm?

Democratic

Socialist

Dictatorial

Stable, friendly government

http://highered.mcgraw-hill.com/sites/0073380989/student_view0/chapter6/multiple_choice_quiz.html
1

Question No: 16 (Marks: 1) - Please choose one

All of the following are the forms of export subsidies EXCEPT:

Tax breaks

Products price support

Cheaper resources

Regulate foreign businesses

Question No: 17 (Marks: 1) - Please choose one

If a nation uses tariffs, quotas, and non-tariff barriers to restrict trade so that domestic

industries can flourish, it may be differentiate as:

Embargo

Boycott

Protectionism

Predatory pricing

http://highered.mcgraw-hill.com/sites/0073380989/student_view0/chapter2/multiple_choice_quiz.htm
1

Question No: 18 (Marks: 1) - Please choose one

Which of the following is NOT an assumption under Theory X?

Authoritarian

With consensus

Paternalistic

Theocratic

Question No: 19 (Marks: 1) - Please choose one

Mostly people behave in which of the following way when there is cultural change in corporate environment?

They feel pleasure

They resist against change

They share with peers

They migrate

Question No: 20 (Marks: 1) - Please choose one

Which one of the following measures the tolerance of social inequality?

Uncertainty Avoidance

Power Distance

Cultural Value

Individualism/Collectivism

http://highered.mcgraw-hill.com/sites/0073380989/student_view0/chapter4/multiple_choice_quiz.html

Question No: 21 (Marks: 1) - Please choose one

High-context cultures primarily follow _____ where the completion of a human transaction is emphasized more than holding to schedules.

M-time (monochronic time)

P-time (polychronic time)

B-time (bureaucratic time)

S-time (speed time)

[http://highered.mcgraw-hill.com/sites/0073380989/student_view0/chapter5/multiple choice_quiz.html](http://highered.mcgraw-hill.com/sites/0073380989/student_view0/chapter5/multiple_choice_quiz.html)

Question No: 22 (Marks: 1) - Please choose one

A Pakistani exporter exported rice to European country regardless of goods transferred at designation. Payment will transfer after fixed number of days. Which payment mode is consistent with explained transaction?

Dollar draft

Sight draft

Arrival draft

Date draft

Question No: 23 (Marks: 1) - Please choose one

The pricing term indicates that the cost of goods and freight charges are included in a quoted price to the name place of debarkment. The cost of insurance is borne by the buyer is:

CIR (Cost, insurance & freight)

CFR (Cost and freight)

FAS (Free alongside ship)

FOB (Free on board)

Question No: 24 (Marks: 1) - Please choose one

Which of the following describes a form of research in which a researcher evaluates on the basis of single variable?

Descriptive research

Causal research

Basic research

Applied research

Question No: 25 (Marks: 1) - Please choose one

Experimental research is best suited for gathering which of the following information?

Unknown

Causal

Complicated

Interactive

Question No: 26 (Marks: 1) - Please choose one

Identify a situation in which primary research is most likely to play a subordinate role to secondary research?

A company is interested in finding if their new product concept will be liked by its target market.

A company wants to know how satisfied its current customers are.

A company wants to know the reasons why non-customers don't buy its products

A company wants to know who their customers are, where they are located, and how often do they buy their products.

Question No: 27 (Marks: 1) - Please choose one

How would you describe the primary data being used by your firm?

Collected for the specific purpose

Original information

First-time information

Fresh and reliable than secondary data

Question No: 28 (Marks: 1) - Please choose one

In creating research questionnaires, which of the following is good advice for research specialist to follow?

Avoid eye contact as it may confuse the respondents

Use care in the wording and ordering of questions

Questions do not have to be arranged in a logical order

Ask personal questions in the middle of the instrument

Question No: 29 (Marks: 1) - Please choose one

Which of the following is a computer program for data preparation?

Microsoft Word

Microsoft Office

SAR

SPSS

Question No: 30 (Marks: 1) - Please choose one

Guidelines for reading the report and evaluating the marketing research project have been developed by which foundation?

Advertising Research Foundation

National Research Foundation

National Guideline Foundation

Marketing Research Foundation

Question No: 31 (Marks: 5)

In the scenario of international marketing it is necessary to know about the competitor activities. Make list of the information that an international marketer need to know about competitor.

Question No: 32 (Marks: 10)

Now days banking is involve in selling electronic cards, being a branch manager how can you build customer-relation effectively?

MKT 630 MARKETING INTERNATIONAL LATEST

Question No: 1 (Marks: 1) - Please choose one

Which of the following is a major concern of international marketing?

- ▶ **Exchanges culture across national boundaries**
- ▶ Exchanges goods across national boundaries
- ▶ Exchanges goods & services across national boundaries
- ▶ Exchanges goods, services & ideas across national boundaries

The major topics focused on understanding international marketing process, comprehending foreign environments, conducting research in international markets, marketing across cultures and modes of entry into international markets.(p-11)

Question No: 2 (Marks: 1) - Please choose one

The Unilever's brand LUX Pink is the best example of which concept?

- ▶ **Product concept**
- ▶ Production concept
- ▶ Marketing concept
- ▶ Selling concept

Question No: 3 (Marks: 1) - Please choose one

Which of the following concepts takes an "inside-out" view of the firm?

- ▶ Selling concept
- ▶ Market offering
- ▶ **Marketing concept**
- ▶ Societal marketing concept

Question No: 4 (Marks: 1) - Please choose one

Which one of the following is **NOT** a reason to do business internationally?

- ▶ Increase in global competition

- ▶ Convergence of world markets
- ▶ Support from national governments
- ▶ **Excellent infrastructure in marketer country (p-14)**

Question No: 5 (Marks: 1) - Please choose one

In which year “the theory of Absolute Advantage” is presented by Adam Smith?

- ▶ 1786
- ▶ **1776 (p-16)**
- ▶ 1756
- ▶ 1746

Question No: 6 (Marks: 1) - Please choose one

Which one of the following is the effect of imports on domestic economy?

- ▶ **Pressure for domestic economy**
- ▶ Prosperity for domestic economy
- ▶ Expansion for domestic economy
- ▶ No effect on domestic economy

Question No: 7 (Marks: 1) - Please choose one

Choose the nature of product life cycle of luxury product where cost is less important.

- ▶ **Short product life cycle (p-17)**
- ▶ Long product life cycle
- ▶ Medium product life cycle
- ▶ Undefined product life cycle

Question No: 8 (Marks: 1) - Please choose one

The overall nature of international product life cycle and product life cycle is:

- ▶ Consistent 100%
- ▶ **Partially consistent.**
- ▶ Totally different
- ▶ No need to compare

Question No: 9 (Marks: 1) - Please choose one

A statement that records all financial transactions between a nation's residents and those for rest of the world during a given period usually one year is called a nation's:

- ▶ Balance of trade
- ▶ **Balance of payment**
- ▶ Import-export statement
- ▶ Supply-demand statement

Question No: 10 (Marks: 1) - Please choose one

Within the balance-of-payments statement, which account measures a record of all exports and imports of gold, increases or decreases in foreign exchange, and increases or decreases in liabilities to foreign central banks?

- ▶ Current
- ▶ Capital
- ▶ **Reserves**
- ▶ Wealth

Question No: 11 (Marks: 1) - Please choose one

“Analysis of the users of a product, including purchase behavior, usage processes, factors affecting purchase and use decisions”. Such information is related to which category?

- ▶ Marketing mix information
- ▶ **Product related information (p-20)**
- ▶ Competitor information
- ▶ Resource information

1 Analysis of the users of product, including purchase behavior, usage processes, factors affecting purchase and use decisions etc

Question No: 12 (Marks: 1) - Please choose one

Kind of information like “channels of distribution: their shape, functions, evolution & performance” belongs to which broad category?

- ▶ **Marketing mix information**
- ▶ Product related information
- ▶ Competitor information
- ▶ Advertising information

Question No: 13 (Marks: 1) - Please choose one

All of the following are the forms of export subsidies **EXCEPT:**

- ▶ Tax breaks
- ▶ Products price support
- ▶ Cheaper resources
- ▶ **Regulate foreign businesses (p-34)**

Export subsidies:

- 2 Tax breaks**
- 3 Direct payments to producers**
- 4 Product price support**
- 5 Cheaper resources (i.e. land, utilities)**
- 6 Public services provided at lower cost**

Question No: 14 (Marks: 1) - Please choose one

Identify the decision making style that is followed by the people of USA.

- ▶ With consensus
- ▶ Paternalistic
- ▶ With determination
- ▶ **Authoritarian**

Decision making:

- 7 **USA - authoritarian**
- 8 **Western Europe - limited co-determination**
- 9 **Japan - with consensus**
- 10 **Latin America – paternalistic**

Question No: 15 (Marks: 1) - Please choose one

Mostly people behave in which of the following way when there is cultural change in corporate environment?

- ▶ They feel pleasure
- ▶ **They resist against change**
- ▶ They share with peers
- ▶ They migrate

Question No: 16 (Marks: 1) - Please choose one

All of the following are considered to be a member of social institution **EXCEPT:**

- ▶ **Peer groups**
- ▶ Family
- ▶ Religion
- ▶ Schools

Question No: 17 (Marks: 1) - Please choose one

Which one of the following index measures the tolerance of social inequality?

- ▶ Uncertainty Avoidance
- ▶ **Power Distance**
- ▶ Cultural Value
- ▶ **Individualism/Collectivism**

Question No: 18 (Marks: 1) - Please choose one

Political environment covers all of the following issues **EXCEPT:**

- ▶ System of governments
- ▶ Ideological orientations
- ▶ **Overall level of developments (p-21)**

- ▶ National economic and development priorities

Question No: 19 (Marks: 1) - Please choose one

Which one of the following is **NOT** a true statement about recent demographic change in the developed economies?

- ▶ The household size has been consistently falling
- ▶ The average number of children in a family has been consistently falling
- ▶ **The birth rate is consistently rising quickly**
- ▶ The number of very large households has been consistently falling

Question No: 20 (Marks: 1) - Please choose one

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What type of study conducted to answer this question?

- ▶ Exploratory
- ▶ Descriptive
- ▶ **Casual**
- ▶ Qualitative

Question No: 21 (Marks: 1) - Please choose one

Sampling requires the answer to three questions. Which of the following is an inappropriate one?

- ▶ Who is to be sampled (what sampling unit)?
- ▶ How many people should be surveyed (what sample size)?
- ▶ **Why should they be sampled (justification)?**
- ▶ How should the people be chosen (what sampling method)?

Question No: 22 (Marks: 1) - Please choose one

Experimental research is best suited for gathering which of the following information?

- ▶ Unknown
- ▶ **Causal**
- ▶ Complicated
- ▶ Interactive

Question No: 23 (Marks: 1) - Please choose one

How would you describe the primary data being used by your firm?

- ▶ **Collected for the specific purpose**
- ▶ Original information
- ▶ First-time information
- ▶ Fresh and reliable than secondary data

Question No: 24 (Marks: 1) - Please choose one

If Unilever needs to survey retailer's attitudes on the availability of product literature in athletic shoe shops and needs the results within four working days, Unilever will probably use what kind of survey?

- ▶ A mail
- ▶ A telephone
- ▶ Computer interviewing
- ▶ **A personal interview**

3. Personal interviewing (which can be either **individual or group interviewing**).

A form of personal interviewing is "focus group interviewing". Focus-group interviewing consists of inviting six to ten people to gather for a few hours with a trained interviewer to talk about a product, service, or organization. The interviewer "focuses" the group discussion on important issues.

Question No: 25 (Marks: 1) - Please choose one

What are three popular methods for obtaining primary data?

- ▶ Survey; interviews; experimentation
- ▶ Interviews and surveys; observation; Harrison methodology
- ▶ **Interviews and surveys; observation; experimentation**
- ▶ Experimentation; personal interview; Delphi technique

Question No: 26 (Marks: 1) - Please choose one

All of the following are international expansion modes:

1) Licensing; 2) direct export; 3) piggybacking; 4) franchising; 5) joint ventures; 6) management contracts; 7) strategic alliances.

However, only some represent intermediate entry modes, namely:

- ▶ 2), 3) and 6) only
- ▶ 1), 2), 4), 5) and 6) only
- ▶ 1), 4) and 5) only
- ▶ **1), 4), 5) and 7) only**

Question No: 27 (Marks: 1) - Please choose one

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However, only some do not represent intermediate entry modes, namely:

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- ▶ 1), 4), 5), and 7) only

Question No: 28 (Marks: 1) - Please choose one

Identify the information that an international marketer needs to know under the head of “Analysis of company sales potential” to evaluate firm sales and profit potential.

- ▶ Market Access
- ▶ Product Potential
- ▶ **Cost of Internal Distribution**
- ▶ Per Capita Income and Distribution (p-40,41)

Question No: 29 (Marks: 1) - Please choose one

Identify the sequence of international marketing in reverse direction i.e; from right to left.

- ▶ Implementation, strategy development, targeting, marketing mix, analyzing opportunities
- ▶ Implementation, targeting, marketing mix, strategy development, analyzing opportunities
- ▶ Implementation, marketing mix, strategy development, targeting, analyzing opportunities
- ▶ **Implementation, marketing mix, strategy development, targeting, analyzing opportunities (p-14, 15)**

Question No: 30 (Marks: 1) - Please choose one

The major focus of theory of absolute advantage is which one of the following?

- ▶ **Promote free trade**
- ▶ Promote restricted trade
- ▶ No need to export
- ▶ No need to import

Question No: 31 (Marks: 5)

How exploratory research and descriptive research differ from causal research give justification?

Question No: 32 (Marks: 10)

Rational decision making is impossible without relevant information by marketer. According to your best knowledge, what kind of information that marketer require with respect to product?

100 % Solved paper with reference

MIDTERM EXAMINATION

Spring 2009

MKT630- International Marketing (Session -
1)

Question No: 1 (Marks: 1) - Please choose one

When a company uses credit practices for sale to increase profit, it is considered in which of the following concepts?

Determinants of Profitability

Cost of Internal Distribution

Sales Volume Forecasting

Market Access

Question No: 2 (Marks: 1) - Please choose one

Identify which international company derives almost three-quarters of its revenues from the global marketplace?

Toyota

General Motors

Exxon Mobile

Nokia doubted

Question No: 3 (Marks: 1) - Please choose one

Which of the following is a physical, concrete product that you can touch?

A service

A good

An idea

A philosophy

Question No: 4 (Marks: 1) - Please choose one

Identify the concept in which customer will prefer those products which are highly sold and high promotional back up?

Marketing Concept

Societal Marketing Concept

Selling Concept

Production Concept

Question No: 5 (Marks: 1) - Please choose one

Identify the concept in which customer will prefer those products which can satisfy the customer needs, wants and demands?

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Question No: 7 (Marks: 1) - Please choose one

Identify the seller-buyer involvement in the production concept?

Low-Low

Low-High

High-Low

High-High

Question No: 8 (Marks: 1) - Please choose one

Identify the exact sequence of international marketing that you have learnt in your course.

Analyzing opportunities, strategy development, targeting,
marketing mix,
implementation

Analyzing opportunities, targeting, marketing mix, strategy
development,
implementation

**Analyzing opportunities, targeting, strategy development,
marketing mix,
implementation**

Analyzing opportunities, marketing mix, targeting, strategy
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Question No: 9 (Marks: 1) - Please choose one

After the 2nd world war most of the companies start their
business internationally due to
good infrastructure in some country. With reference to
infrastructure which one of the
following factors motivates businessmen to move world wide?

Technological factors

Financial resource factors

Political factors

Social factors

Question No: 10 (Marks: 1) - Please choose one

New Zealand can produce three times the wheat that Australia can
on one acre of land,
and Australia can produce three times the cotton. Indicate the
advantage the two countries
have.

Mutual absolute advantage

Mutual comparative advantage

Absolute advantage

Comparative advantage

Question No: 11 (Marks: 1) - Please choose one

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Mature stage

Decline stage

Question No: 12 (Marks: 1) - Please choose one

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Balance of export

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Which one of the following keeps record in current account?

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All services plus unilateral transfer of funds

Receipts and payment from investments

All of the given options

Question No: 14 (Marks: 1) - Please choose one

Which of the following country is reputed to have passed the most stringent green marketing laws that regulate the management and recycling of packaging waste?

France

England

United States

Germany

http://highered.mcgraw-hill.com/sites/0073380989/student_view0/chapter7/multiple_choice_quiz.html

Question No: 15 (Marks: 1) - Please choose one

A nonbonding agreement between parties to resolve disputes by asking a third party to mediate differences is called:

Arbitration

Litigation

Conciliation

Compromise

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Question No: 16 (Marks: 1) - Please choose one

Which of the following mode of international business dispute resolution is nonbonding agreement between parties to resolve disputes by asking a third party to reconcile differences?

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Differentiate a finance system of an exchange rate in which the values of participating currencies are free to change in relation to one another according to market demand and supply for each currency from others.

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Question No: 18 (Marks: 1) - Please choose one

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Question No: 22 (Marks: 1) - Please choose one

All of the following are considered to be a member of social institution EXCEPT:

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Family

Religion

Schools

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Which of the following countries is a very good illustration of a country that is considered to be Low-Context/Explicit?

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Brazil

France

Switzerland

http://highered.mcgraw-hill.com/sites/0073380989/student_view0/chapter5/multiple_choice_quiz.html

Question No: 24 (Marks: 1) - Please choose one

The first stage “Preliminary Screening” in determining export potential in international market involves the following variables EXCEPT:

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Economical environment

Market assessment

Political environment

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Which of the following trade terms is used most frequently by exporter?

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<http://www.foreign-trade.com/reference/incoterms.cfm>

Question No: 26 (Marks: 1) - Please choose one

If ABC Ltd knows that its market share in Pakistan has dropped 13 percent in the first quarter of the year but does not know what might have contributed to this decline, it is in which stage of the marketing research process?

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Symptom identification

Problem identification

Data interpretation

Question No: 27 (Marks: 1) - Please choose one

Your assistant wants to use secondary data exclusively for the current research project. You advise him that the use of secondary data has some potential problems. Which of the following is not one of them?

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<http://wps.pearsoned.co.uk/wps/grader>

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MIDTERM EXAMINATION

Spring 2009

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<http://www.proprofs.com/quiz-school/quizreport.php?title=mgt-301-marketing-01&sid=MTM1MDk3MDg=>

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