

## International Marketing

Q1. Product \_\_\_\_\_ gives confidence to customer.

### Standardization

Q2. Dumping is a \_\_\_\_\_ practice for entry in foreign markets.

### Unfair

Q3. \_\_\_\_\_ strategy can cater to large number of customers.

Multi segment

Q4. Promotional expenditure is limited in \_\_\_\_\_ pricing.

Penetration

Q5. Service sector act as \_\_\_\_\_ of growth.

Engine

Q6. Management audit evaluates and measures systems of \_\_\_\_\_.

Control

Q7. International \_\_\_\_\_ is attached to the parent company.

Division

Q8. International marketing ensues \_\_\_\_\_ utilisation of resources.

Maximum

Q9. Quota system is a type of \_\_\_\_\_ barrier.

Non tariff

Q10. Legal environment related to Laws which govern \_\_\_\_\_.

Business activities

Q11. India is a \_\_\_\_\_ of international Finance Corporation ( IFC).

Founding member

Q12. \_\_\_\_\_ is major beneficiary of World Bank loans.

India

Q13. \_\_\_\_\_ is useful for the selection of useful target markets.

International marketing research

Q14. Trade barriers are \_\_\_\_\_ to the growth of international trade.

Harmful

Q15. \_\_\_\_\_ is a powerful trade bloc of the world, operating since 1994.

NAFTA

Q16. Customs regulation are \_\_\_\_\_ barrier.

Non tariff

Q17. International marketing environment is \_\_\_\_\_ in character.

Fluid and flexible

Q18 International marketing research facilities \_\_\_\_\_.

Initial entry in foreign market

Q19. \_\_\_\_\_ has the advantage of modifying it for each local market.

Branding

Q20. Packaging requires both \_\_\_\_\_ and mandatory changes.

Discretionary

Q21. \_\_\_\_\_ structure violates principle of unity of command.

Matrix

Q22. \_\_\_\_\_ indicates that the product is unique.

Differentiation

Q23. \_\_\_\_\_ cost is a part of marginal cost pricing.

Variable

Q24. Trade barriers are \_\_\_\_\_ obstacle imposed on imports from other countries.

Artificial

Q25. Strategic control includes \_\_\_\_\_ aspects.

Evaluation

Q26. Trading blocs give benefits to \_\_\_\_\_ countries.

Member

Q27. OPEC is an organisation of \_\_\_\_\_ countries.

Oil producing

Q28. In international marketing research, the use of \_\_\_\_\_ should be made liberally.

Primary data

Q29. Entering a new price slot and a new market segment is called line \_\_\_\_\_.

Stretching

Q30. Market segmentation is better than market \_\_\_\_\_.

Aggregation

Q31. \_\_\_\_\_ strategy wants Parent company to develop products.

Global

Q32. Situation analysis is the \_\_\_\_\_ to prepare international marketing plan.

Start

Q33. \_\_\_\_\_ permits companies to develop products to meet local needs and demand.

Transnational strategy

Q34. Health and safety warnings are included in\_\_\_\_\_.

Labelling

Q35. \_\_\_\_\_ is a powerful and successful trading bloc.

EU

Q36. International strategies begin with analysing the market and end with assessment of\_\_\_\_\_.

Competition

Q.37 \_\_\_\_\_ analysis computes financial statements.

Ratio

Q38. Smart phones are marketed through \_\_\_\_\_ positioning.

High-tech

Q39. International economic environment is the result of economic factors operating at the \_\_\_\_\_ level.

International

Q40. franchising is a form of\_\_\_\_\_.

Licensing

Q41. IFC is one \_\_\_\_\_ of World Bank.

Affiliate

Q42. One objective of IMF is to promote

Exchange rate stability

Q43. Direct exporting ensures\_\_\_\_\_.

High profit margin

Q44. \_\_\_\_\_ is the simplest form of international economic integration.

FTA

Q45. \_\_\_\_\_ pricing indicates product benefits.

Value

Q46. International marketing is dominated by \_\_\_\_\_ countries.

Developed

Q47. Contract manufacturing is a type of\_\_\_\_\_.

Outsourcing

Q48. International economic Institutions and mainly provide\_\_\_\_\_ to poor and developing countries.

Financial association

Q49. Traditon, customs and culture are used as based for \_\_\_\_\_law.

Common

Q50. Democracy is regarded as the \_\_\_\_\_ political system.

best