

Sheth T.J. Education Society's

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TYBBI – SEM VI - International business

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**Choose the correct alternatives**

1. \_\_\_\_\_ are any form of associations which implies collaborations for more than a transitory period.
  - a. Strategic alliance
  - b. Joint venture
  - c. Trade alliance
  - d. Cartels
  
2. \_\_\_\_\_ is a system of international trading that helps the governments reduce imbalances in trade between them and other countries.
  - a. Counter trade
  - b. Mergers and acquisitions
  - c. Assembly operations.
  - d. Management contracting.
  
3. \_\_\_\_\_ seeks to enhance the long term competitive advantage of the firm by forming alliance with its competitors, existing or potential in critical areas.
  - a. Strategic alliance
  - b. Management contracting
  - c. Joint venture
  - d. Cartels
  
4. \_\_\_\_\_ treats globe as one economy.
  - a. MNC
  - b. Liberalization
  - c. Globalisation
  - d. Privatisation.

5. The key feature of globalisation is \_\_\_\_\_ of international trade.
- Liberalization
  - Blocking
  - Closing
  - Developing
6. Globalisation involves exchange of \_\_\_\_\_ along with movement of people.
- Technology
  - Finance
  - Physical resources
  - Natural resources
7. \_\_\_\_\_ deals with the volume and price of money in an economy.
- Fiscal policy
  - Budgetary policy
  - Monetary policy
  - Trade policy.
8. \_\_\_\_\_ are designs and names, often officially registered by which business people designate and differentiate their products.
- Trade marks.
  - Logos
  - Pictures
  - Images
9. \_\_\_\_\_ analysis is concerned with the key external environmental influences on a business.
- PEST
  - BEST
  - KEST
  - REST
10. Through \_\_\_\_\_ policy the government announces a variety of duties/ levies.
- Exim
  - Budgetary
  - International
  - Fiscal

11. A \_\_\_\_\_ is an agreement by the seller to supply a buyer with a facility fully equipped ready to be operated by the buyer.

- a. Third country location.
- b. Turnkey operation
- c. Assembly operations.
- d. Counter trade

12. \_\_\_\_\_ economy is the co-existence of public and private economy

- a. Capitalist
- b. Socialist
- c. Mixed
- d. Rural

13. International Monetary fund was formally created on \_\_\_\_\_.

- a. 5<sup>th</sup> November 1942
- b. 4<sup>th</sup> August 2018
- c. 3<sup>rd</sup> January 2015
- d. 27<sup>th</sup> December 1945.

14. Membership of IMF is \_\_\_\_\_.

- a. 85
- b. 189
- c. 190
- d. 191

15. The World Bank was established in December 1945 and started functioning in \_\_\_\_\_.

- a. June 1946.
- b. December 1998
- c. July 1945
- d. August 2000

16. World bank consists of \_\_\_\_\_ countries.

- a. 170
- b. 181
- c. 159
- d. 189

17. \_\_\_\_\_ was established in the year 1919.
- UNCTAD
  - ILO
  - IMO
  - IMF
18. ILO is a \_\_\_\_\_ body consisting of representatives of the government, employer and workers.
- Dual
  - Singular
  - Plural
  - Tripartite
19. The first conference of UNCTAD was held in 1964.
- 1954
  - 1968
  - 1925
  - 1964
20. \_\_\_\_\_ promotes the growth of industrialization in developing countries.
- ILO
  - WTO
  - UNIDO
  - IMF
21. Asian Bank is headquartered in \_\_\_\_\_.
- Manila
  - India
  - Brazil
  - Nepal
22. \_\_\_\_\_ provides loans, technical assistance and grants.
- ADB
  - IMF
  - UNCTAD
  - ILO

23. \_\_\_\_\_ principle of WTO means a country should not discriminate between its trading partners and it should not discriminate between its own and foreign products.

- a. Non – discrimination
- b. Transparency
- c. Free trade
- d. MFN

24. The 18<sup>th</sup> SAARC summit was scheduled in \_\_\_\_\_

- a. Kathmandu
- b. Islamabad
- c. Delhi
- d. Switzerland

25. OPEC is an \_\_\_\_\_ cartel.

- a. Economic
- b. Social
- c. Cultural
- d. Political

26. In international market the degree of interference by government is very \_\_\_\_\_.

- a. low
- b. medium
- c. neutral
- d. high

27. Which amongst the following are compared benefits of International marketing at macro level?

- a. Boosts R&D.
- b. Growth potential
- c. Support in risk management
- d. Increase in national income

28. Marketing selection process comprises which of the following?

- a. Shortlisting of markets.
- b. marketing mix.
- c. finance
- d. sales

29. The strategy to achieve maximum penetration in one or more segments of market is known as \_\_\_\_\_.

- a. Niche marketing
- b. Concentrated marketing
- c. Differentiated marketing
- d. Undifferentiated marketing

30. \_\_\_\_\_ marketing strategy is characterized by market aggregation.

- a. Undifferentiated
- b. Differentiated
- c. Niche
- d. Concentrated

31. The first step in deciding the pricing process is \_\_\_\_\_

- a. Determining demand
- b. Estimation of costs
- c. Final price
- d. Deciding firm's objective

32. An \_\_\_\_\_ is a person temporarily or permanently residing in a country other than that of the person's upbringing.

- a. Impatriate
- b. Expatriate
- c. Middlemen
- d. Agent

33. \_\_\_\_\_ is the process of returning a person to their place of origin or citizenship.

- a. Expatriation.
- b. Repatriation
- c. Middlemen
- d. Agent

34. Loco price = Cost of goods + \_\_\_\_\_

- a. Normal profit
- b. CIF
- c. Landed price
- d. Packing cost

35. CIF = FOB + \_\_\_\_\_ + Insurance

- a. CIF
- b. Ex-ship price
- c. Freight
- d. CAF

36. FOR means \_\_\_\_\_.

- a. Free on road
- b. Free on rail
- c. Free on rate
- d. Free on reel

37. \_\_\_\_\_ price includes all expenses incurred on carrying goods to the bonded warehouses, in importing port and the import duties as well.
- Cost and freight
  - Ex-ship price
  - Landed price
  - Duty paid price
38. \_\_\_\_\_ liberalization means the removal or reduction of restrictions or barriers on the free exchange of goods between nations.
- Export
  - Import
  - Middlemen
  - Agent
39. \_\_\_\_\_ is the stage in which necessary arrangements should be accomplished before finalization of the export orders.
- Shipment
  - Post-Shipment
  - Pre-shipment
  - Past -shipment
40. A \_\_\_\_\_ contract is an agreement between the importer and exporter to exchange a specified amount of the importer's currency for the exporter's curency.
- Export
  - Forward
  - Back
  - Import
41. \_\_\_\_\_ order is issued by the Customs Preventive officer.
- Let export
  - Mate's receipt
  - EDI
  - C&F agent



42. The first stage in import transaction is \_\_\_\_\_.

- a. Indent order
- b. Foreign exchange
- c. Trade enquiry
- d. Import license

43. \_\_\_\_\_ of duty drawback covers re-export of duty paid goods.

- a. Sec. 71
- b. Sec.72
- c. Sec.73
- d. Sec.74

44. \_\_\_\_\_ of duty drawback covers imported materials used in manufacturer of export goods.

- a. Sec 75.
- b. Sec 76
- c. Sec77
- d. Sec 78

45. \_\_\_\_\_ exports refers to those transactions in which the goods supplied do not leave the country and the payment for such goods is received in Indian rupees.

- a. Direct
- b. Indirect
- c. Deemed
- d. Un deemed

46. \_\_\_\_\_ refers to the trade of a commodity through distribution channels that are legal but unintended by the original manufacturer or trade mark proprietor.

- a. Parallel imports.
- b. Dumping.
- c. Grey markets
- d. Government control

47. Which are the factors that influence international HRM?

- a. Dumping
- b. Employees
- c. Employers
- d. Cultural factors

48. \_\_\_\_\_ determines the total revenue and to a large extent the profitability of any business.

- a. Price
- b. Packing
- c. Labelling
- d. Business

49. The \_\_\_\_\_ pricing strategy calls for same price all over the world and the importer absorbs freight and import duties.

- a. Extension.
- b. Full cost
- c. Adaption
- d. Geocentric

50. Which amongst the following are complexities in international marketing?

- a. Goals of target market.
- b. Mode of entry.
- c. Management myopia
- d. marketing mix

