MCQs

**International Marketing & Strategy– Session 8**

multiple-choice questions (MCQs) on International Marketing & Strategy:

1. International marketing involves:

(A) Marketing activities within a single country.

(B) Marketing activities that extend beyond national boundaries.

(C) Focusing on a single product category.

(D) None of the above.

Answer: (B)

2. Which of the following is NOT a key element of the marketing mix in international marketing?

(A) Product.

(B) Price.

(C) Culture.

(D) Promotion.

(E) Place.

Answer: (C)

3. What is the main purpose of conducting international market research?

(A) To understand consumer preferences in a specific foreign market.

(B) To determine the best pricing strategy for a product.

(C) To identify potential distribution channels in a foreign market.

(D) All of the above.

Answer: (D)

4. Which market entry strategy offers the least risk and control?

(A) Exporting.

(B) Licensing.

(C) Joint Venture.

(D) Foreign Direct Investment (FDI).

Answer: (A)

5. What is the term for selling a product in a foreign market at a price lower than its domestic price?

(A) Price discrimination.

(B) Dumping.

(C) Skimming.

(D) Penetration pricing.

Answer: (B)

6. Which of the following is a key aspect of developing a global marketing strategy?

(A) Standardizing the marketing mix across all markets.

(B) Adapting the marketing mix to local market conditions.

(C) Ignoring cultural differences.

(D) Focusing solely on price.

Answer: (B)

7. Which international organization plays a crucial role in regulating international trade?

(A) The World Bank.

(B) The International Monetary Fund.

(C) The World Trade Organization.

(D) The United Nations.

Answer: (C)

8. What does the acronym "GATT" stand for?

(A) Global Agreement on Tariffs and Trade.

(B) General Agreement on Tariffs and Trade.

(C) Global Alliance for Trade and Technology.

(D) General Agreement on Trade and Taxation.

Answer: (B)

9. What is a key factor in successful global branding?

(A) Maintaining a consistent brand image across all markets.

(B) Adapting the brand name to each local market.

(C) Ignoring cultural nuances.

(D) Focusing only on price.

Answer: (A)

10. What is a "Greenfield investment"?

(A) Investing in an existing foreign company.

(B) Building a new facility from the ground up in a foreign country.

(C) Exporting products to a foreign market.

(D) Licensing a brand to a foreign company.

Answer: (B)

international marketing (im) paper code - MOCK MCQ TEST

14. \_\_\_\_\_\_\_\_\_ usually means that the company sells to a customer in another country, be it an intermediary or an end-customer. A.

MOCK MCQ TEST

International Marketing MCQ [Free PDF] - Objective Question ...

15 Apr 2025 — International marketing involves marketing activities that extend beyond national boundaries to reach global markets. I...

Testbook

MCQ on Marketing Mix - BYJU'S

The 4P's make up the typical marketing mix and it includes Product, Place, Price and Promotion.

BYJU'S

Show all

multiple-choice questions (MCQs) related to Digital Trade Facilitation Tools, specifically focusing on the DGFT portal and ICEGATE:

1. What is the primary function of the DGFT portal?

(A) Facilitating e-commerce for businesses

(B) Providing information and services related to India's foreign trade policy

(C) Managing customs procedures for imports and exports

(D) Processing online payments for government taxes

2. ICEGATE serves as the national portal for:

(A) Income Tax Department

(B) Goods and Services Tax Network (GSTN)

(C) Indian Customs

(D) Reserve Bank of India

3. Which of the following is a key service offered by ICEGATE?

(A) E-filing of income tax returns

(B) Online application for Permanent Account Number (PAN)

(C) E-payment of customs duties

(D) Processing of Aadhaar card applications

4. The DGFT portal provides access to:

(A) Real-time tracking of shipping containers

(B) Information on export-import policy, procedures, and notifications

(C) Online booking of railway cargo

(D) Details of all registered companies in India

5. ICEGATE integrates with which of the following to facilitate seamless exchange of information?

(A) Ministry of Road Transport and Highways

(B) Goods and Services Tax Network (GSTN)

(C) Ministry of Corporate Affairs

(D) Ministry of Micro, Small and Medium Enterprises (MSME)

6. What is the purpose of e-Sanchit on ICEGATE?

(A) To provide a platform for online shopping

(B) To facilitate online payment of GST

(C) To enable electronic storage and handling of documents related to indirect taxes

(D) To manage the registration of Importers and Exporters

7. The DGFT portal is managed by:

(A) Ministry of Finance

(B) Ministry of Commerce and Industry

(C) Ministry of Home Affairs

(D) Ministry of External Affairs

8. Which of the following is NOT a service offered by ICEGATE?

(A) Online registration of Importer Exporter Code (IEC)

(B) Tracking of cargo movement

(C) Issuance of export licenses

(D) Payment of customs duties

9. What is the main purpose of integrating GSTIN with ICEGATE?

(A) To track the movement of goods within a state

(B) To facilitate the processing of GST refunds on imports and exports

(C) To manage the registration of GST practitioners

(D) To provide information on GST rates

10. What is the role of ICEGATE in relation to the Revised Kyoto Convention?

(A) It is not related to the Revised Kyoto Convention

(B) It facilitates mutual administrative assistance in customs matters as per the convention

(C) It handles the registration of exporters under the convention

(D) It manages the payment of duties under the convention

Answer Key:

(B)

(C)

(C)

(B)

(B)

(C)

(B)

(C)

(B)

(B)