

Objectives Type Questions –

1. Export means:-
 - a) Procuring goods from other countries
 - b) Dispatching goods within the countries
 - c) Dispatching goods to other countries
 - d) All the deed of above
2. A firm exports for the following reasons:-
 - a) To earn forex
 - b) To import other goods
 - c) To sell surplus outputs
 - d) For all the above
3. While selecting a brand of exported item attention need not be given on?
 - a) Exporting country
 - b) Importing country
 - c) Price of item
 - d) Quality of item
4. From export trade mainly the following advantages take place:
 - a) Specification
 - b) Increase in production
 - c) Both above
 - d) None of these
5. Which of the following is related to product development process?
 - a) Marketing test
 - b) Product development
 - c) Product launching
 - d) All of the above
6. Which of the following elements affect the selection of export market?
 - a) Legal provisions
 - b) Trends of consumption
 - c) Part facilities
 - d) All of these
7. When goods are sent from one country to another country, the trade is called?
 - a) Import
 - b) Export
 - c) Foreign trade
 - d) International business
8. Export is of:-
 - a) Goods
 - b) Services
 - c) Both (a) & (b)
 - d) Forex
9. Brand is
 - a) Identification rank of product
 - b) Name of company
 - c) Elements in goods
 - d) Mark of goodwill
10. In International marketing the level of competition should be?
 - a) Double
 - b) Triple
 - c) Monopoly
 - d) Lower
11. Nature of Export Marketing is
 - a) Science
 - b) Art
 - c) Science & Art
 - d) None of above
12. Which of the following element affect the export price?
 - a) Natural of product
 - b) Price target place
 - c) Currency used
 - d) Above all
13. Marketing research is necessary because
 - a) Evaluation
 - b) Collecting data
 - c) Both
 - d) None of above
14. Marketing Process involves
 - a) Determining objectives
 - b) Screening
 - c) Evaluation
 - d) All of the above
15. Market related factors are:-
 - a) Currency stability
 - b) Political factor
 - c) Ethnic factor
 - d) All of the above
16. Features of Export marketing it is?
 - a) Two faced competition
 - b) Three faced competition
 - c) One sided
 - d) None of the above
17. Domestic marketing is?
 - a) Home generals in nature
 - b) Hetw genius in nature
 - c) Both a) or b)
 - d) Either a) or b)
18. Why a firm should export
 - a) Growth
 - b) Profit advantage
 - c) Competition
 - d) None of these
19. Arrange according to correct order?
 - a) Setting of objectives
 - b) Market selection & evaluation
 - c) Short listing
 - d) Preliminary screening

20. Role of exports are?
a) Meet industrial needs
b) Role of export in national income
c) Marketing environment is multiple
d) A & b
21. International market should be more profitable than domestic?
a) May be
b) Yes it should be
c) No necessary
d) May on may not be
22. Economic factors affecting International market are?
a) Social factor
b) Psychological factor
c) Business regulations
d) All of the above
23. Scope of export marketing is?
a) Research & development
b) Export procedure understanding
c) Availing export finance
d) All of these
24. Which policy regulates F.T.?
a) EXIM POLICY
b) Monetary policy
c) DGFT
d) Fiscal policy
25. What do you mean by DGFT
a) Different general ways of foreign trade
b) Director general of foreign trade
c) Directorate general of foreign trade
d) Direct general of foreign trade
26. Exporting marketing includes?
a) Management marketing activities
b) Management of activities for product
c) Performance of business activities
d) All of the above
27. What is ECGC.
a) Export carry guarantee cooperation
b) Export credit guarantee cooperation
c) Export credit guideline cooperation
d) None of these
28. EPC helps in
a) Export planning
b) Export preparations
c) Export promotion
d) Excellent planning
29. International business is a corollary the power which firm enjoys international.
a) Giant
b) Monopoly
c) Two relationships
d) Collateral
30. The level of Degree is?
a) Normal
b) Low
c) Higher
d) Medium
31. Letter of credit is issued by?
a) Exports bank
b) EXIM bank
c) Importer bank
d) None of these