

Shivaji University Kolhapur

Model Question Paper

P. G. Diploma in Foreign Trade

1. of a country is a comprehensive and systematic accounts of all the different transactions occurred between the residents of a country and the rest of the world during a particular period of lime.
 - A. Balance of payment
 - B. Current account
 - C. Capital Account
 - D. None of the above

2. The balance of payments is broadly classified into:
 - A. Current account and Capital account.
 - B. Only current account
 - C. Only capital account
 - D. None of the above

3. If a country is having more exports than imports in value terms, it can be said that the country is having
 - A. Deficit BOP
 - B. Surplus BOP
 - C. Balanced BOP
 - D. None of the above

4. The balance of payment account is maintained on the basis ofsystem of book keeping.
 - A. single entry
 - B. double entry
 - C. triple entry
 - D. four times entry

5. During the Second Plan, the deficit in the balance of trade was to the tune of Rs. 2,339 crore. This higher deficit in the balance of payment, during the Second Plan was resulted from
 - A. heavy imports of capital goods,
 - B. huge imports of food grains and raw materials
 - C. lesser expansion of exports and higher maintenance imports.
 - D. All of the above

6. What is an “intranet”?
- a) Internal internet used to transfer information internally
 - b) Internal internet used to transfer information to the outside company
 - c) Internal network designed to serve the internal informational needs of a single organization
 - d) None of these
7. The database administrator’s function in an organization is?
- a) To be responsible for the more technical aspects of managing the information contained in organizational databases.
 - b) To be responsible for the executive level aspects of decisions regarding the information management.
 - c) To show the relationship among entity classes in a data warehouse.
 - d) To define which data mining tools must be used to extract data?
8. Every device on the Internet has a unique ____ address (also called an ‘Internet address’) that identifies it in the same way that a street address identifies the location of a house.
- a) DH
 - b) DA
 - c) IP
 - d) IA
9. To send another station a message, the main thing a user has to know is
- a) How the network works.
 - b) The other stations address.
 - c) Whether the network is packet-switched or circuit-switched.
 - d) Whether this is a voice or data network.
10. In a client/ server model, a client program ____
- a) asks for information
 - b) provides information and files
 - c) serves software files to other computers
 - d) distributes data files to other computers
11. Product, price, place, promotion are marketing tools and called as
- A) Marketing mix
 - B) Position plan
 - C) Marketing support system
 - D) Marketing analysis

12. _____ involves deciding on marketing strategies that will help the company to attain its overall strategic objectives.

A) Marketing planning

B) Distribution channel

C) Marketing support system

D) Marketing environment

13. Steps in marketing planning process are

A. Current marketing situation, threats and opportunity analysis, objectives and issues, Marketing strategy, action programs, Budgets, controls

B. Budgets, controls, marketing strategy, objectives and issues, threats and opportunities, current Marketing situation, action programs

C. Current Marketing situation, budgets, controls, action programs , objectives and issues, Marketing strategy, threats and opportunity analysis.

D. Marketing strategy, Budgets, controls, objectives and issues, threats and opportunities, current Marketing situation, action programs.

14. What is the last stage of consumer buying behavior process?

A. Problem recognition

B. Post purchase behavior

C. Alternative evaluation

D. Purchase

15. Analyzing the business environment means-

A. Identifying key competitive forces; identifying competitive position; identifying key opportunities, threats, strengths and weaknesses.

B. Auditing macro environmental influences; identifying key competitive forces; identifying competitive position; identifying key opportunities and threats.

C. Auditing external and organisational factors; identifying key competitive forces; identifying competitive position; identifying key opportunities and threats.

D. Assessing historical trends; auditing environmental dangers; identifying strategic capabilities; identifying competitive position.

16. Entry modes into international markets through _____

a. Exporting

B. Franchising

C. Investment

D. Licensing

17. For manufacturing firms with patents, the most important difference between the various foreign market entry modes for manufacturing firms is in whether or not the parent firm maintains control of _____

A. Distribution

B. Marketing

C. Packaging

D. Production

18. Resource commitment is highest for which foreign market entry mode?

A. Exporting through foreign sales agents

B. Exporting through foreign sales branches

C. Foreign direct investment

D. Foreign joint venture

19. The fastest way to gain access to a foreign market is by _____

A. Exporting Through Foreign Sales Agents

B. Exporting Through Foreign Sales Branches

C. Foreign Acquisition

D. Foreign Direct Investment

20. The foreign market entry mode with the lowest sales potential is _____.

A. Exporting Through Foreign Sales Agents

B. Exporting Through Foreign Sales Branches

C. Foreign Direct Investments

D. Foreign Joint Ventures

21) Which factors are responsible for international marketing

A) Social Factors

B) Economic Factors

C) Political factors

D) All of the above

22) Green Marketing means

A) Agricultural Marketing

B) Environmental protection

C) Zoological product distribution

D) All of the above

23) "Life Insurance" Marketing is example of

A) Product Marketing

B) Service Marketing

C) Electronic Marketing

D) None of the above

24) Export oriented unit is known as

A) Industrial estate whose production is done for export

B) Industrial unit whose production is done for domestic market

C) Industrial unit whose marketing is done for black marketing

D) None of the above

25) What is full form of NAFTA?

A) North American Free trade agreement

B) North Axis Foreign Trade Association

C) North African foreign trade association

D) None of these

26. The notice for claim under the carriage of goods by rail is to be made within

- A. 3 months
- B. 4 months
- C. 5 months
- D. 6 months

27. The process of acquiring technology from other country is called

- A. Licensing
- B. Franchising
- C. Technology Transfer.
- D. Joint Venture

28. The legal settlement of international trade disputes is

- A. Negotiation
- B. Arbitration.
- C. Litigation
- D. Conciliation

29. The WTO Agreement related to investment measures is.

- A. TRIPS
- B. TRIMS.
- C. GATS
- D. TCA.

30. The insurance policy that covers exporters against commercial and political risk is

- A. General insurance
- B. ECGC.
- C. Marine insurance
- D. Fire insurance