

4. Ethnocentrism can simply be defined as:-----
 - a) Developing a simple diverse strategy for new markets
 - b) Use everywhere the same strategy as at home.
 - c) Develop different strategy for different countries
 - d) None
5. 'AGMARK ' is a certification mark employed on ----- products in India.
 - a) Industrial
 - b) Agricultural
 - c) Aquatic
 - d) Handicraft
6. A strong -----is invaluable as the battle for customers intensifies day by day.
 - a) Price
 - b) Brand
 - c) Place
 - d) Physical evidence
7. The acronym 'STC' stands for -----
 - a) State Trading Corporation
 - b) State Tourist Corporation
 - c) State Transport Corporation
 - d) None
8. 'EXIM' Bank stands for -----
 - a) External –Internal Bank
 - b) Export-Import Bank
 - c) Exchange –Interchange Bank
 - d) External –International Bank
9. The acronym 'GATT' stands for -----
 - a) General Arrangement on Tariffs and Trade
 - b) General Approval on Tariffs and Trade
 - c) General Agreement on Tariffs and Trade
 - d) None
10. An -----certificate provides proof that what you are shipping is, in fact , what the customer ordered , and is also of good quality.
 - a) Introduction
 - b) Inspection
 - c) Internal
 - d) International
11. A company faces several major decisions in international marketing. The first of these decisions is often:
 - a) deciding whether to go international
 - b) deciding how to enter markets
 - c) deciding which markets to enter
 - d) deciding which products to export
12. 'ECGC' stands for Export ----- Guarantee Corporation of India limited.
 - a) Credit
 - b) Currency
 - c) Cooperative
 - d) Collection
