

**SHYAMPUR SIDDHESWARI MAHAVIDYALAYA**

**AJODHYA . HOWRAH . PIN-711312**

**(Affiliated to University of Calcutta)**

**(Accredited by NAAC at 'B' level)**



President:  
Sri Kalipada Mandal

Principal & Secretary:  
(Ex officio) Governing Body  
Mr. Gobind Prasad Barman

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Ref. No. \_\_\_\_\_

Date: 08.02.2023

Department of Economics, Shyampur Siddheswari Mahavidyalaya is starting a certificate course on "International Marketing and Export Management" For the session 2022-2023. The details of the course are as follows:

**Certificate Course : International Marketing and Export Management**

**Date of Commencement: 14.02.2023**

**Course Coordinator : Dr. Sanjoy De and Mrs. Debasree Sarkar**

**Course Duration : 30 Hours (February 2023- June 2023)**

**Last date of Registration : 11.02.2023**

**Eligibility :**

The students will be graded on the basis of continuous assessment and examination that will be held at the end of the course. After successful completion of the course, the candidates will receive the certificate of the course.

All the interested candidates are requested to submit the form to the Department of Economics, Shyampur Siddheswari Mahavidyalaya.

Enclosures :

Registration Form

Prospectus of the Certificate Course

Principal  
Shyampur Siddheswari Mahavidyalaya  
Ajodhya, Howrah

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mail: [ssmahavidyalaya@gmail.com](mailto:ssmahavidyalaya@gmail.com)

**SHYAMPUR SIDDHESWARI MAHAVIDYALAYA**  
**REGISTRATION FORM**  
**CERTIFICATE COURSE ON “INTERNATIONAL MARKETING AND EXPORT MANAGEMENT”**  
**SESSION (2022-2023)**

NAME ( In Block Letters): \_\_\_\_\_

Category (GEN/ OBC/ST/SC) : \_\_\_\_\_

Father's Name / Mother's Name \_\_\_\_\_

Course: \_\_\_\_\_

Semester: \_\_\_\_\_

Subject: \_\_\_\_\_

C.U. Roll No.: \_\_\_\_\_

C.U. Registration No. \_\_\_\_\_

College Roll No. \_\_\_\_\_

Aadhar No. \_\_\_\_\_

E-mail Id. \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Signature of the Candidate \_\_\_\_\_

Mobile Number \_\_\_\_\_

**SHYAMPUR SIDDHESWARI MAHAVIDYALAYA**  
**CERTIFICATE COURSE ON**  
**INTERNATIONAL MARKETING AND EXPORT MANAGEMENT**  
**DEPARTMENT OF ECONOMICS**  
**SESSION- 2022-2023**

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**COURSE CORDINATOR: DR. SANJOY DE AND MRS. DEBASHREE SARKAR**

- ❖ **DETAILS OF THE COURSE-**
- ❖ **COMENCEMENT OF THE COURSE: 14.02.2023**
- ❖ **DURATION: 30 HOURS (February 2023-JUNE 2023)**
- ❖ **INSTRUCTORS: DR. SANJOY DE AND MRS. DEBASREE SARKAR**
- ❖ **METHODOLOGY: LECTURES, POWER POINT PRESENTATION,**
- ❖ **LECTURES PER WEEK: 3 LECTURES**
- ❖ **EVALUATION: FINAL EXAMINATION**
- ❖ **STUDENTS GRADING:**

MARKS	GRADE
80-100	A
65-79	B
55-64	C
50-54	D
0-49	FAIL

#### **INTRODUCTION**

International marketing and export management play a pivotal roles in facilitating global business expansion. International marketing involves the promotion and sale of products or services beyond domestic borders. It encompasses understanding diverse cultures, adapting strategies to varying market conditions and navigating international regulations.

Export management is a subset of international marketing, focusing on the logistics and processes involved in selling goods and services to foreign markets. Efficient export management involves market research pricing strategies, legal compliance and logistics coordination to ensure successful cross-broder transactions. Both international marketing and export management require businesses to embrace cultural sensitivity, adaptability and strategic planning to thrive in the dynamic global marketplace.

#### **OBJECTIVES:**

- To equip participants with knowledge and skills essential for navigating international markets including market research, cultural understanding and effective export management strategies.
- To provide insights into international trade regulations and legal frameworks, ensuring participants are well- versed in compliance issues and can navigate the complexities of global trade seamlessly.
- To develop skills in market analysis and intelligence gathering to empower participants to make informed decisions regarding market entry, product positioning and competitive strategies in diverse global markets.
- To cultivate a mindset of adaptability and innovation, empowering participants to stay ahead in the rapidly evolving global business landscape and respond effectively to emerging market trends.
- To offer a platform for continuous professional development, enabling participants to stay abreast of the latest trends, technologies and best practices in international marketing and export management.

**COURSE CONTENTS:**

- Bases of International Trade- Marketing segmentation, Product, Brand, Selection of Market and Product, Source of Information, Global Sourcing, Marketing Intelligence.
- Packaging and Transportation- Functions of Packaging, Factors, Promotions, Distribution (Direct and Indirect Export), Role of Agents and Distributors, Model Agency Agreement, Export Correspondence, Pre and Post Negotiation Phase Export Priming, Export Costing and Pricing.
- Setting up own Export Business- Naming, Style, Location, Personnel, Market Research, Export Costing and Pricing.
- International Commercial Terms- Need, Groups, Ex-works, FOB, FAS, CFR, CIF.
- Quality System- ISO 9000 series, Patenting, Project, Import and Export (Contract, Turnkey, Civil Construction, Services) EPZs, EOUs, TPs and SEZs.
- Air and Sea Shipments- Procedure, Liner Freight, Containerization, Cargo Claims.
- Export of Software, Fruits and Vegetables, Floricultural Products

**COURSE OUTCOME:**

- Participants will be equipped with practical skills, including market research techniques, export documentation and negotiation strategies, facilitating effective implementation in real-world scenarios.
- Participants adept at identifying and managing risks associated with international trade, ensuring they can make informed decisions to safeguard the interests of their businesses in a global context.
- Participants had an advance understanding of international marketing and export management, enabling them to navigate complex global markets with confidence.

**REFERENCES:**

- Acharya and Jain- Export Marketing- Himalaya Pub. Co.
- Balagopal T.A.S. - Export Marketing- Himalaya Pub. Co.
- Publication of national Institute of Export Management Gandhinagar, Ayar, Chennai-20.
- Mithari D.M.- International economics- Himalaya Pub.Co.
- Francis Cherunilam- International Trade and Export Management- Himalaya Pub.co.

**SHYAMPUR SIDDHESWARI MAHAVIDYALAYA**  
**CERTIFICATE COURSE ON**  
**INTERNATIONAL MARKETING AND EXPORT MANAGEMENT**  
**SESSION -2022-2023**  
**FINAL EXAM**

**DURATION: 3 HOURS**

**FULL MARKS: 100**

**A. Answer the following questions: (answer any ten) (50x2=100)**

1. Which of the following is NOT a factor influencing international marketing?  
a) Economic factors    b) Cultural factors    c) Technological factors    d) Domestic competition
2. Exporting directly to foreign markets without intermediaries is known as:  
a) Indirect exporting    b) Passive exporting    c) Direct exporting    d) Reactive exporting
3. Which of the following is NOT a common mode of market entry in international marketing?  
a) Exporting    b) Licensing    c) Direct investment    d) Domestication
4. Which of the following is a barrier to international trade?  
a) Tariffs    b) Quotas    c) Cultural differences    d) All of the above
5. A company's ability to adapt its products and marketing strategies to local preferences and conditions is known as:  
a) Global standardization    b) Internationalization    c) Adaptation    d) Standardization
6. Which of the following is an example of a political risk in international marketing?  
a) Changes in consumer preferences    b) Tariff barriers  
c) Technological advancements    d) Exchange rate fluctuations
7. Which of the following is NOT a stage in the international marketing planning process?  
a) Market analysis    b) Product development    c) Market segmentation    d) Domestic marketing
8. Which of the following is NOT a reason for a company to engage in international marketing?  
a) Access to new markets    b) Diversification of risks  
c) Reduction of costs    d) Limited growth opportunities domestically
9. Which of the following is NOT a component of the marketing mix?  
a) Product    b) Price    c) Promotion    d) Production
10. Which of the following is NOT a characteristic of a standardized global marketing strategy?  
a) Consistency across markets    b) Adaptation to local preferences  
c) Cost savings    d) Brand consistency
11. Which of the following is a disadvantage of licensing as a mode of entry into international markets?  
a) Low financial risk    b) Loss of control over the product  
c) High initial investment    d) Limited access to local knowledge
12. Which of the following is a form of indirect exporting?  
a) Franchising    b) Contract manufacturing  
c) Export trading company    d) Direct sales to foreign customers

13. Which of the following is NOT a stage in the product life cycle?  
a) Introduction      b) Growth      c) Saturation      d) Decline
14. Which of the following is a characteristic of a high-context culture?  
a) Emphasis on verbal communication  
b) Direct communication style  
c) Reliance on non-verbal cues  
d) Individualism
15. Which of the following is a disadvantage of using intermediaries in international marketing?  
a) Lower distribution cost      b) Loss of control over the distribution channel  
c) Faster market penetration      d) Higher risk of product damage
16. Which of the following is NOT a factor influencing international pricing decisions?  
a) Production costs      b) Market demand      c) Domestic competition      d) Cultural preferences
17. Which of the following is NOT a form of market segmentation?  
a) Demographic segmentation      b) Psychographic segmentation  
c) Geographic segmentation      d) Homogeneous segmentation
18. Which of the following is an example of a trade barrier?  
a) Cultural differences      b) Free trade agreements      c) Tariffs      d) Market saturation
19. Which of the following is a characteristic of a polycentric orientation in international marketing?  
a) Standardized marketing approach      b) Adaptation to local markets  
c) Ethnocentric staffing      d) Global brand identity
20. Which of the following is NOT a stage in the international marketing process?  
a) Export planning      b) Market research      c) Production      d) Distribution
21. Which of the following is NOT a factor influencing the choice of entry mode in international marketing?  
a) Government regulations      b) Company size      c) Market size      d) Product differentiation
22. Which of the following is NOT a component of a SWOT analysis in international marketing?  
a) Strengths      b) Weaknesses      c) Opportunities      d) Threats
23. Which of the following is an example of a push strategy in international marketing?  
a) Advertising to end consumers      b) Offering discounts to retailers  
c) Participating in trade shows      d) Implementing loyalty programs
24. Which of the following is NOT a factor affecting pricing decisions in international marketing?  
a) Exchange rate fluctuations      b) Legal regulations      c) Product quality      d) Social media presence
25. Which of the following is a characteristic of a joint venture?  
a) Complete control by one party      b) Shared ownership and control  
c) Limited liability for partners      d) Low initial investment

26. Which of the following is an example of a cultural barrier in international marketing?

- a) Language differences
- b) Free trade agreements
- c) Exchange rate fluctuations
- d) Technological advancements

27. Which of the following is NOT a form of market entry strategy in international marketing?

- a) Franchising
- b) Joint ventures
- c) Domestication
- d) Direct investment

28. Which of the following is a characteristic of a high-power distance culture?

- a) Emphasis on equality
- b) Hierarchical structure
- c) Individualism
- d) Direct communication style

29. Which of the following is NOT a stage in the international product life cycle?

- a) Introduction
- b) Growth
- c) Maturity
- d) Decline

30. Which of the following is a disadvantage of standardizing marketing strategies globally?

- a) Adaptation to local preferences
- b) Brand consistency
- c) Lower production costs
- d) Lack of responsiveness to local market conditions

31. Which of the following is NOT a characteristic of a global brand?

- a) Adaptation to local preferences
- b) Consistency across markets
- c) Standardized marketing approach
- d) Global brand identity

32. Which of the following is NOT a factor influencing the choice of distribution channel in international marketing?

- a) Cultural preferences
- b) Market demand
- c) Production costs
- d) Government regulations

33. Which of the following is NOT a form of international market segmentation?

- a) Geographic segmentation
- b) Demographic segmentation
- c) National segmentation
- d) Behavioral segmentation

34. Which of the following is NOT a form of political risk in international marketing?

- a) Changes in government regulation
- b) Exchange rate fluctuations
- c) Political instability
- d) Nationalization of assets

35. Which of the following is NOT a benefit of using intermediaries in international marketing?

- a) Access to local knowledge
- b) Lower distribution costs
- c) Faster market penetration
- d) Greater control over the distribution channel

36. Which of the following is NOT a factor influencing international promotional strategies?

- a) Cultural differences
- b) Technological advancements
- c) Market demand
- d) Exchange rate fluctuations

37. Which of the following is NOT a characteristic of a global pricing strategy?

- a) Adaptation to local market conditions
- b) Consistency across markets
- c) Cost-based pricing
- d) Price discrimination

38. Which of the following is NOT a form of international market research?

- a) Competitive analysis
- b) Product development
- c) Consumer surveys
- d) Market segmentation

39. Which of the following is NOT a mode of entry into international markets?

- a) Franchising                      b) Direct investment      c) Domestic marketing      d) Joint ventures

40. Which of the following is a characteristic of a decentralized marketing structure?

- a) Centralized decision-making                      b) Adaptation to local markets
- c) Consistency across markets                      d) Standardized marketing approach

41. Which of the following is NOT a characteristic of a global marketing strategy?

- a) Adaptation to local preferences
- b) Standardized marketing approach
- c) Global brand identity
- d) Ethnocentric staffing

42. Which of the following is NOT a form of international market entry strategy?

- a) Licensing                      b) Franchising      c) Domestication      d) Direct investment

43. Which of the following is NOT a factor influencing international product development?

- a) Technological advancements                      b) Cultural differences
- c) Domestic competition                      d) Legal regulations

44. Which of the following is NOT a characteristic of a global brand?

- a) Consistency across markets                      b) Adaptation to local preferences
- c) Standardized marketing approach                      d) Ethnocentric staffing

45. Which of the following is NOT a form of indirect exporting?

- a) Contract manufacturing                      b) Franchising
- c) Export trading company                      d) Direct sales to foreign customers

46. Which of the following is NOT a factor influencing international pricing decisions?

- a) Cultural differences      b) Market demand      c) Production costs      d) Domestic competition

47. Which of the following is NOT a form of market segmentation?

- a) Demographic segmentation                      b) Geographic segmentation
- c) Psychographic segmentation                      d) Homogeneous segmentation

48. Which of the following is NOT a characteristic of a high-context culture?

- a) Emphasis on direct communication                      b) Reliance on non-verbal cues
- c) Group orientation                      d) Low-power distance

49. Which of the following is NOT a disadvantage of standardizing marketing strategies globally?

- a) Lack of responsiveness to local market conditions                      b) Brand consistency
- c) Lower production costs                      d) Adaptation to local preferences

50. Which of the following is NOT a stage in the international marketing process?

- a) Market analysis      b) Product development      c) Domestic marketing      d) Distribution planning



**SHYAMPUR SIDDHESWARI MAHAVIDYALAYA**  
**HOWRAH , WEST BENGAL**  
**DEPARTMENT OF ECONOMICS**



**CERTIFICATE COURSE ON “INTERNATIONAL MARKETING AND EXPORT MANAGEMENT”**  
**(FEBRUARY 2023-JUNE 2023)**

**Certificate of Participation**

This is to certify that Mr./Ms. \_\_\_\_\_ a student of ***Shyampur Siddheswari Mahavidyalaya, Department of Economics/ Department of Commerce*** has participated and successfully completed the thirty hours of certificate course titled ***“International Marketing and Export Management”*** and obtained a grade \_\_\_\_.

Grading System: A=80-100%, B=65-79%, C=55-64%, D=54-45%, F= Below 45%

\_\_\_\_\_  
Dr. Sanjoy De

(Course Co-Ordinator)

\_\_\_\_\_  
Mrs. Debasree Sarkar

(Course Co-Ordinator)

\_\_\_\_\_  
Mr. R. Mukherjee

(IQAC Co-Ordinator)

\_\_\_\_\_  
Gobinda Prasad

Barman

Principal

