

Roll. No. ....

Question Booklet Number

O.M.R. Serial No.

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**B.Com. (Hons.) (SEM.-VI) EXAMINATION, 2025-26**  
**(NEP & BACK PAPER)**  
**COMMERCE ( GROUP-C : MARKETING**  
**MANAGEMENT )**  
**( International Marketing )**

Paper Code							
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[CODE : BCH-605 (MM)]

Question Booklet  
Series

**C**

Time : 1 : 30 Hours

Max. Marks : 75

**Instructions to the Examinee :**

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

*(Remaining instructions on last page)*

**परीक्षार्थियों के लिए निर्देश :**

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छोटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

*(शेष निर्देश अन्तिम पृष्ठ पर)*

1. A "Merger" occurs when:
  - (A) One company sells all its assets and closes down
  - (B) Two companies join to form a single new legal entity
  - (C) A company hires a local agent to sell its products
  - (D) A company leases its equipment to a foreign firm
2. In the context of Global Marketing Research, "Equivalence" refers to:
  - (A) Ensuring the exchange rate is equal in both countries
  - (B) Ensuring that research constructs and data are comparable across cultures
  - (C) Charging the same price in every country
  - (D) Using the same advertising agency for all global campaigns
3. Which of the following is a disadvantage of Licensing as an entry strategy?
  - (A) High capital investment required
  - (B) Potential for creating a future competitor
  - (C) High transportation costs
  - (D) High tariffs on imported goods
4. A "Greenfield Investment" is a form of manufacturing entry where a company:
  - (A) Buys an existing local company
  - (B) Builds a completely new facility from the ground up in a foreign country
  - (C) Leases a factory for six months
  - (D) Only invests in environmentally friendly companies
5. Which of the following best defines "International Product Positioning"?
  - (A) The physical coordinates of a warehouse
  - (B) How a brand is perceived by foreign consumers relative to competitors
  - (C) The order in which products are loaded onto a ship
  - (D) The legal registration of a trademark in a new country
6. In the "Steps of Development" of a TNC, why is "Transnationalization" considered the final stage?
  - (A) Because the company stops selling in its home country
  - (B) Because the company treats the world as one integrated market
  - (C) Because the company becomes a government-owned entity
  - (D) Because it involves moving all operations to the cloud
7. Which of the following is an example of an "Export Management Company" (EMC) function?
  - (A) Acting as a middleman for a firm wanting to sell overseas without its own export department
  - (B) Managing the internal HR of a firm
  - (C) Designing the product's primary blueprint
  - (D) Funding the R andD of the manufacturing plant

8. Which of the following is a "Sales Promotion" tool used internationally?
- (A) A long-term television campaign
  - (B) Free samples, coupons, and trade shows
  - (C) A press release about company earnings
  - (D) A speech by the company president
9. "Public Relations" (PR) helps a company to:
- (A) Hide its financial records from the public
  - (B) Build a positive image and manage relationships with stakeholders
  - (C) Directly sell products to individual customers
  - (D) Control the prices of competitors
10. What is meant by "Price" in Marketing?
- (A) The cost of raw materials only
  - (B) The amount of money charged for a product or service
  - (C) The profit earned by the company
  - (D) The salary of employees
11. A "Dumping" strategy involves:
- (A) Selling products in a foreign market at a price lower than the cost of production
  - (B) Disposing of old machinery in the ocean
  - (C) Increasing prices during a national holiday
  - (D) Buying all the competitors' stock
12. Which channel is generally preferred for technical and expensive industrial products?
- (A) Long channels with many wholesalers
  - (B) Direct channels (Producer to User)
  - (C) Indirect channels using small retailers
  - (D) Vending machines
13. "International Channel Decisions" are considered "long-term" because:
- (A) They are easy to change every month
  - (B) It is difficult and expensive to build/dissolve relationships with foreign distributors
  - (C) They only apply to products with a long shelf life
  - (D) They are dictated by the weather
14. The "Promotion" element of the marketing mix is also known as:
- (A) Market Research
  - (B) Marketing Communication
  - (C) Logistics Management
  - (D) Product Positioning
15. A company selling luxury perfume in Dubai chooses high-quality magazines rather than billboards. This is:
- (A) Product Standardization
  - (B) Media Selection
  - (C) Export Licensing
  - (D) Transfer Pricing

16. The "Theory of IPLC" stands for:
- (A) Internal Product Law Code
  - (B) International Product Life Cycle
  - (C) Integrated Price Loss Center
  - (D) International Patent Linkage Commission
17. Which of the following is a stage in the "Process of International Marketing"?
- (A) Selection of target markets
  - (B) Ignoring competition
  - (C) Countering all local traditions
  - (D) Decreasing quality over time
18. "Primary Global Market Segmentation" refers to:
- (A) Grouping countries based on macro-variables like geography
  - (B) Segmenting individual consumers based on their hair color
  - (C) Focusing only on the home country
  - (D) Using data from 50 years ago
19. A "Foreign Market Entry Strategy" is:
- (A) A plan for how a company will deliver its products/services to a new foreign market
  - (B) A way to sneak products across a border illegally
  - (C) A method for reducing the number of products sold
  - (D) A strategy to only sell to one person
20. "Acquisition and Mergers" are popular because they allow for:
- (A) Rapid market entry
  - (B) Slow and steady growth
  - (C) Reducing the number of customers
  - (D) Increasing the time it takes to start operations
21. "Global Marketing Mix" decisions are often categorized as:
- (A) 2 Ps
  - (B) 4 Ps
  - (C) 10 Ps
  - (D) 1 P
22. Which pricing strategy is most "Customer-Oriented"?
- (A) Cost-Plus Pricing
  - (B) Value-Based Pricing
  - (C) Dumping
  - (D) Random Pricing
23. "Direct Selling" usually results in:
- (A) Lower control over the marketing message
  - (B) Higher control and closer contact with the final consumer
  - (C) Higher costs for middle-men
  - (D) Decreased profit margins
24. "Advertising Management" includes:
- (A) Setting objectives, budget, and media strategy
  - (B) Manufacturing the products
  - (C) Only paying the actors in the commercials
  - (D) Deleting the company's social media accounts
25. A "Wholly Owned Subsidiary" means:
- (A) The parent company owns 100% of the foreign entity
  - (B) The company is owned by the local government
  - (C) The company has no owners
  - (D) The company is owned by its competitors

26. Which of the following is a feature of International Marketing?
- (A) Uniform culture
  - (B) Diverse customer preferences
  - (C) Single currency
  - (D) No legal restrictions
27. A company that operates in multiple countries but has a centralized management system is typically known as:
- (A) A Domestic Corporation
  - (B) A Transnational Corporation (TNC)
  - (C) A Local Enterprise
  - (D) A Sole Proprietorship
28. What is the primary benefit of International Marketing for a firm facing a saturated domestic market?
- (A) Reduction in overall tax liability
  - (B) Access to new growth opportunities and larger consumer bases
  - (C) Elimination of all competition
  - (D) Guaranteed higher profit margins regardless of strategy
29. In the "Steps of Development" of a Transnational Corporation, which stage typically follows the export stage?
- (A) Full global integration
  - (B) Establishment of foreign sales branches
  - (C) Total withdrawal from domestic operations
  - (D) Merging with a local competitor
30. Which dimension of International Marketing involves dealing with different currencies and exchange rate fluctuations?
- (A) Cultural Dimension
  - (B) Legal Dimension
  - (C) Financial/Economic Dimension
  - (D) Political Dimension
31. When a company modifies its marketing mix to suit the specific needs of a foreign country, it is practicing:
- (A) Standardization
  - (B) Globalization
  - (C) Adaptation
  - (D) Centralization
32. Which of these is a key "process" in International Marketing?
- (A) Environmental Analysis
  - (B) Avoiding market research to save costs
  - (C) Standardizing prices across all nations regardless of income
  - (D) Relying solely on word-of-mouth
33. According to the syllabus, identifying "Primary and Secondary" data is a core part of:
- (A) Market Entry Strategy
  - (B) Global Marketing Information System (GMIS)
  - (C) Product Branding
  - (D) International Pricing
34. Which type of data is collected specifically for the research problem at hand in a global market?
- (A) Secondary Data
  - (B) Primary Data
  - (C) Tertiary Data
  - (D) Historical Data

35. In "International Pricing," price escalation often occurs due to:
- (A) Lower demand in foreign markets
  - (B) Added costs like shipping, insurance, and import tariffs
  - (C) Currency values becoming exactly equal
  - (D) Higher efficiency in local manufacturing
36. Which of the following is a "benefit" of international marketing?
- (A) Diversification of risk
  - (B) Increased domestic competition
  - (C) Simpler supply chain management
  - (D) Reduced need for technological innovation
37. What is a "Transnational Corporation"?
- (A) A firm that operates in only one country
  - (B) A firm that views the entire world as one market and integrates its global operations
  - (C) A company that only sells products online within its home state
  - (D) A non-profit organization focused on local charity
38. Which factor primarily leads to "Price Escalation" in International Markets?
- (A) Lowering product quality
  - (B) Added costs like shipping, insurance, and import tariffs
  - (C) Increased demand in the home country
  - (D) Eliminating middle-men
39. "Skimming Pricing" in a foreign market involves:
- (A) Setting a very low price to gain market share
  - (B) Setting a high initial price to target price-insensitive consumers
  - (C) Setting prices based solely on the competitor's average
  - (D) Letting the government decide the price
40. "Penetration Pricing" is most likely used when a company wants to:
- (A) Exit a market quickly
  - (B) Gain a large market share in a short period
  - (C) Maintain a luxury brand image
  - (D) Avoid paying export taxes
41. In international business, "Transfer Pricing" refers to:
- (A) The price charged for goods sold between different units of the same company across borders
  - (B) The price a customer pays at a retail store
  - (C) The cost of transferring money through a bank
  - (D) The price of shipping containers
42. Which of the following is an "Uncontrollable" factor in international pricing?
- (A) Product packaging design
  - (B) Foreign exchange rate fluctuations
  - (C) The company's advertising budget
  - (D) The choice of distribution channel

43. "Market Segmentation" at a global level involves:
- (A) Treating the entire world as one single market
  - (B) Dividing the global market into distinct groups with similar needs
  - (C) Focusing only on the wealthiest 1% of the population
  - (D) Randomly selecting countries to sell products in
44. A company chooses to enter a market by allowing a local firm to use its brand name and technology for a fee. This is called:
- (A) Exporting
  - (B) Licensing
  - (C) Acquisition
  - (D) Turnkey Operation
45. Which entry strategy involves the highest level of risk and financial commitment?
- (A) Indirect Exporting
  - (B) Management Contracts
  - (C) Manufacturing/Foreign Direct Investment
  - (D) Licensing
46. In a "Joint Venture," how is the business typically structured?
- (A) One company buys another company entirely
  - (B) Two or more firms share ownership and control of a new enterprise
  - (C) A company hires a third party to manage its operations
  - (D) A company ships goods directly to a foreign wholesaler
47. What is the main characteristic of a "Turnkey Operation"?
- (A) A firm builds a facility, trains personnel, and hands over the "key" to the client
  - (B) A firm manages a local company for a fixed period
  - (C) A firm only handles advertising for a foreign brand
  - (D) A firm buys raw materials from a foreign supplier
48. Which factor is most critical when performing an "Analysis of Entry Strategy"?
- (A) The company's favorite color scheme
  - (B) Political stability and market size of the target country
  - (C) The number of employees in the domestic office
  - (D) The current weather in the home country
49. "Targeting" in global marketing follows segmentation and involves:
- (A) Selecting which segments are most attractive to enter
  - (B) Ignoring all segments and selling to everyone
  - (C) Creating a product without a specific user in mind
  - (D) Only selling through online channels

50. An "International Distribution Channel" is the path a product takes from:
- (A) The factory to the warehouse only
  - (B) The producer in one country to the final consumer in another country
  - (C) The raw material supplier to the factory
  - (D) The airport to the seaport
51. What is an "Indirect Selling Channel"?
- (A) Selling directly to the consumer through a website
  - (B) Using intermediaries like export agents or trading companies
  - (C) Setting up a company-owned retail store in a foreign city
  - (D) Selling products through a door-to-door sales force
52. Which of the following is a "Direct Selling" method in International Marketing?
- (A) Using a domestic export broker
  - (B) Establishing a foreign sales branch or subsidiary
  - (C) Selling through an export management company
  - (D) Using a global wholesaler
53. The "Scope of Channel Decisions" includes which of the following?
- (A) Only the color of the delivery trucks
  - (B) Selecting, motivating, and managing intermediaries
  - (C) Deciding the CEO's salary
  - (D) Manufacturing the raw materials
54. "Gray Marketing" (Parallel Importing) occurs when:
- (A) Counterfeit goods are sold as originals
  - (B) Legitimate goods are sold through unauthorized distribution channels
  - (C) Products are sold only to government agencies
  - (D) Products are sold at a 90% discount
55. In the "Global Promotion Mix," which element involves paid non-personal communication?
- (A) Personal Selling
  - (B) Advertising
  - (C) Public Relations
  - (D) Sales Promotion
56. Why is "Global Advertising" often more difficult than domestic advertising?
- (A) Because people in other countries do not watch TV
  - (B) Due to language barriers, cultural nuances, and legal regulations
  - (C) Because paper is more expensive in foreign countries
  - (D) Because internet speeds are the same everywhere
57. "Standardized Global Advertising" means:
- (A) Using a different theme for every country
  - (B) Using the same basic message and creative execution worldwide
  - (C) Only advertising in English
  - (D) Letting local dealers create their own ads

58. "Exporting" is often the first step in internationalization because:
- (A) It requires the most amount of foreign investment
  - (B) It involves the least amount of risk and resource commitment
  - (C) It is the only way to avoid international laws
  - (D) It guarantees 100% market share
59. Which entry strategy allows for high control but also carries the highest "Exit Barriers"?
- (A) Indirect Exporting
  - (B) Wholly Owned Manufacturing Subsidiary
  - (C) Licensing
  - (D) Management Contracting
60. In a "Franchising" agreement, the franchisor usually provides:
- (A) Only the raw materials
  - (B) A proven business system, brand name, and training
  - (C) 100% of the capital for the local owner
  - (D) Nothing; the franchisee does everything independently
61. Which of the following is an example of "Primary Research"?
- (A) Reading an article in The Economist
  - (B) Conducting a survey of potential buyers in a new market
  - (C) Checking UN population statistics
  - (D) Reviewing old company sales records
62. A company produces high-end machinery and enters a market by building a plant with a local partner to share the burden. This is a:
- (A) Exporting strategy
  - (B) Joint Venture
  - (C) Licensing deal
  - (D) Acquisition
63. "Standardization" of the marketing mix is most likely to succeed when:
- (A) Customer needs vary significantly across borders
  - (B) Customer needs are relatively homogeneous (similar) across borders
  - (C) Local laws prohibit foreign products
  - (D) Language barriers are extremely high
64. Which of the following describes "Product Adaptation"?
- (A) Selling the same product globally without changes
  - (B) Modifying a product to fit local climatic or electrical conditions
  - (C) Stopping the production of a product entirely
  - (D) Moving the corporate headquarters to a new country
65. The "Global Marketing Mix" consists of:
- (A) Product, Price, Place, Promotion
  - (B) Personnel, Profit, Power, Politics
  - (C) Planning, Programming, Purchasing, Producing
  - (D) Patents, Prototypes, Packaging, Positioning

66. Which of the following is a "Benefit" of International Marketing?
- (A) Economic growth for the home and host country
  - (B) Increased risk of business failure
  - (C) Higher prices for local consumers
  - (D) Less variety of goods
67. Why might a firm use "Management Contracts"?
- (A) To sell physical goods without shipping them
  - (B) To earn income from technical expertise without investing capital
  - (C) To buy a foreign competitor
  - (D) To avoid training their own staff
68. "Targeting" is the process of:
- (A) Aiming a product at everyone in the world
  - (B) Selecting specific market segments to focus marketing efforts on
  - (C) Ignoring the needs of the customer
  - (D) Only selling in the capital city
69. "Product Standardization" leads to:
- (A) Higher production costs
  - (B) Economies of scale (lower cost per unit)
  - (C) More confusion for the consumer
  - (D) Slower manufacturing
70. "International Channel Scope" refers to:
- (A) The number of countries a product is sold in
  - (B) The length and breadth of the distribution network
  - (C) The size of the boxes used for shipping
  - (D) The number of languages the CEO speaks
71. A "Trading Company" is an example of:
- (A) A Direct Channel
  - (B) An Indirect Channel (Intermediary)
  - (C) A Manufacturing Unit
  - (D) A Product Design Firm
72. "Role of Price" in International Marketing is to:
- (A) Only cover the cost of production
  - (B) Act as a competitive tool and determine profit levels
  - (C) Be the same as the competitor's price always
  - (D) Be hidden from the customer
73. Which of the following is a "Source of Information" for marketing research?
- (A) Government publications
  - (B) Trade journals
  - (C) Competitor websites
  - (D) All of the above
74. If you were designing a "Global Marketing Mix" for a high-end smartphone, you would likely emphasize:
- (A) Low price and basic packaging
  - (B) High quality, premium positioning, and global branding
  - (C) No advertising
  - (D) Only selling in rural markets
75. The ultimate goal of International Marketing is to:
- (A) Create value for customers and the firm across global borders
  - (B) Only make the CEO famous
  - (C) Destroy all local businesses in foreign countries
  - (D) Spend as much money as possible on shipping

76. "Primary Global Market Segmentation" refers to:
- (A) Grouping countries based on macro-variables like income per capita or geography
  - (B) Segmenting individual consumers based on hair color
  - (C) Focusing only on the home country
  - (D) Using data from 50 years ago
77. The "Legal Dimension" of international marketing includes:
- (A) Trade laws, patents, and advertising regulations of the host country
  - (B) The average height of the population
  - (C) The number of national holidays
  - (D) The type of music popular in the region
78. A "Franchise" differs from "Licensing" primarily because:
- (A) It involves a longer-term relationship and stricter control over business operations
  - (B) It is only used for manufacturing heavy machinery
  - (C) It requires no payment of fees
  - (D) It is only legal in the United States
79. Which of the following is a key step in the "Process of International Marketing"?
- (A) Selection of target markets
  - (B) Ignoring competition
  - (C) Countering all local traditions
  - (D) Decreasing quality over time
80. "Acquisition and Mergers" are popular because they allow for:
- (A) Rapid market entry
  - (B) Slow and steady growth
  - (C) Reducing the number of customers
  - (D) Increasing the time it takes to start operations
81. Which "P" of the marketing mix is being addressed when a company decides between using wholesalers or selling directly to retailers?
- (A) Product
  - (B) Price
  - (C) Place (Distribution)
  - (D) Promotion
82. What is the main objective of "Global Market Segmentation"?
- (A) To ignore the differences between countries
  - (B) To group customers with similar requirements across different borders
  - (C) To ensure everyone in the world buys the product
  - (D) To limit sales to only one country
83. If a luxury watch brand wants to maintain an "Exclusive" image globally, which positioning is most appropriate?
- (A) Positioning based on the lowest price
  - (B) Positioning based on high quality, prestige, and status
  - (C) Positioning as a common household item
  - (D) Positioning as a government-subsidized product

84. What is the "Importance" of channel decisions in International Marketing?
- (A) It determines the final price the consumer pays and availability
  - (B) It is the only way to avoid paying for advertising
  - (C) It allows the company to stop manufacturing
  - (D) It ensures the product never reaches the customer
85. In a "Push Strategy," the company focuses its promotion efforts on:
- (A) The final consumer
  - (B) Channel members (wholesalers/retailers) to move the product
  - (C) The government
  - (D) Its own employees' families
86. Which of the following is a "Physical Distribution" activity?
- (A) Designing a logo
  - (B) Warehousing and transportation
  - (C) Writing a press release
  - (D) Setting the retail price
87. "Branding" helps a company in international markets by:
- (A) Increasing the weight of the product
  - (B) Creating a unique identity and building customer loyalty
  - (C) Allowing the company to ignore local laws
  - (D) Reducing the need for any packaging
88. What does "International Marketing" involve?
- (A) Buying and selling within one country
  - (B) Marketing goods and services across national boundaries
  - (C) Selling only agricultural products
  - (D) Producing goods for personal use
89. What is a "Product" in marketing?
- (A) Only tangible goods
  - (B) Anything that can satisfy a need or want
  - (C) Only services
  - (D) Only industrial machines
90. What is meant by a "Market"?
- (A) A place where only vegetables are sold
  - (B) A group of buyers and sellers interacting for exchange
  - (C) A government office
  - (D) A production unit
91. What is the main aim of Marketing?
- (A) To increase employee workload
  - (B) To satisfy customer needs and wants
  - (C) To reduce product quality
  - (D) To avoid competition
92. In the Global Marketing Mix, "Packaging" must often be adapted due to:
- (A) Climate differences (heat/humidity)
  - (B) Language requirements for labels
  - (C) Cultural preferences for colors and symbols
  - (D) All of the above

93. Why might a company prefer "Acquisition" over "Greenfield Investment"?
- (A) Immediate access to an established brand and distribution network
  - (B) It is always cheaper than building from scratch
  - (C) It involves zero risk of cultural conflict
  - (D) It prevents the company from having to pay local taxes
94. A "Management Contract" is an entry strategy where:
- (A) A firm provides managerial "know-how" but no equity investment
  - (B) A firm buys the rights to a patent
  - (C) A firm builds a factory and owns it 100%
  - (D) A firm exports goods through a middleman
95. What is the primary purpose of a Global Marketing Information System (GMIS)?
- (A) To store employee payroll data
  - (B) To provide a continuous flow of information for global decision-making
  - (C) To track only the physical location of ships
  - (D) To replace the need for a marketing manager
96. Which of the following is a "Secondary Source" of global market information?
- (A) A focus group conducted in Tokyo
  - (B) World Bank economic reports
  - (C) A survey of current customers
  - (D) One-on-one interviews with distributors
97. Which entry strategy is most suitable for a company with high-tech secrets it wants to protect?
- (A) Licensing
  - (B) Wholly Owned Subsidiary (Manufacturing)
  - (C) Joint Venture
  - (D) Franchising
98. Positioning a product in the global market refers to:
- (A) Where the product is placed on a physical shelf
  - (B) The image of the product in the minds of the target consumers
  - (C) The geographical location of the headquarters
  - (D) The port where the goods are unloaded
99. International Marketing is more complex than Domestic Marketing primarily because of:
- (A) Lower competition
  - (B) Controllable factors like company price
  - (C) Uncontrollable environmental factors across different countries
  - (D) Simple logistics
100. The "Dimension" of International Marketing that deals with societal values and language is:
- (A) Legal
  - (B) Technological
  - (C) Cultural
  - (D) Administrative

**Rough Work / रफ कार्य**

**Example :**

**Question :**

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

**Imp. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.**

**उदाहरण :**

**प्रश्न :**

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

**महत्वपूर्ण:** प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।