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**[5584]-1**

**P.G. Diploma in International Business (Sem. I)**

**EXAMINATION, 2019**

**Paper I : INTERNATIONAL MARKETING AND MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 100**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *All questions carry equal marks.*

1. What do you mean by 'Global Economy' ? What is the impact of globalization on International Market ?

*Or*

Define 'International Marketing'. What factors have led to the growth of "Internationalism" since Word War II ? Discuss.

2. Discuss impact of technology, demography and political situation on International Markets.

*Or*

Explain International product decision and International product strategies.

3. What is 'Marketing Strategy' ? State and explain various entry methods in International Markets.

P.T.O.

*Or*

Why is inland water transport rarely used for movement of export-import cargo in India ? How can the situation be improved ?

4. Define 'Advertising'. Discuss different objectives of advertising in International Marketing.

*Or*

What are the major aspects of logistics planning ? Explain these aspects and describe the factors that influence logistics planning.

5. Write short notes on (any *four*) :
- (a) Cultural Diversity
  - (b) Foreign Trade Zones
  - (c) Benefits of International Marketing
  - (d) Surveys and Market Research
  - (e) Types of channels in International Market.

Total No. of Questions—7]

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**[5584]-2**

**P.G. Diploma in International Business EXAMINATION, 2019  
IMPORT-EXPORT PROCEDURE AND DOCUMENTATION**

**Paper II  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 100**

**N.B. :—** (i) Solve any *five* questions.

(ii) *All* questions carry equal marks.

1. (A) Explain role of RBI as Authority for Foreign Exchange Regulations. Discuss functions of DGFT as Authority for Export/Import Trade Control.
- (B) Explain the effectiveness of Quality Control and Pre-shipment Inspection in Export Development of India.
  
2. (A) What is the importance of Marine Insurance in EXIM ? Explain various policies with features and facilities offered.
- (B) Describe in detail procedure of :
  - (i) Obtaining IEC and RCMC
  - (ii) Excise Clearance of Goods under Export Order.
  
3. (A) Give details of various credit facilities extended to exporters by Commercial Banks.
- (B) What is 'Forfeiting' ? Explain this in detail as services offered by EXIM Bank to exporters.

P.T.O.

4. (A) What are different ways of financing import ? Give details.  
(B) What is 'Bill of Entry' and 'Import Manifest' ? Explain.
5. (A) Explain the role of ECGC in promoting export from India. Give details of various policies offered to Exporter/Importer by ECGC.  
(B) Write notes on :  
(i) Custom Clearance of Import Cargo  
(ii) Documents against Acceptance and Documents against Payment.
6. (A) What is Letter of Credit ? Who are the parties connected with Letter of Credit ? Explain how LC helps exporter in availing pre- and post-shipment finance.  
(B) Briefly explain what precautions are taken by bankers while discounting bills under LC as a part of Export Finance.
7. Write short notes on (any *four*) :  
(a) Role of Clearing and Forwarding Agents  
(b) Types of Letter of Credit  
(c) Export Houses/Trading Houses.  
(d) Import Purchase Contract.  
(e) INCOTERMS  
(f) Deemed Export.

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**[5584]-3**

**P.G. DIPLOMA IN INTERNATIONAL BUSINESS EXAMINATION, 2019**

**ECONOMIC SYSTEMS AND FOREIGN TRADE IN INDIA**

**Paper - III**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 100**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *Figures to the right indicate full marks.*

1. What is the meaning of “Balance of Payment Accounts” ?  
Explain the reasons of deficits in the balance of Payments accounts  
in India. [20]

*Or*

What is Exchange Rate ? Explain the Current Exchange Rate System  
followed by India.

2. Elaborate the importance and functions of ASEAN as a regional  
economic block. [20]

*Or*

Compare SAARC with EU as a trading block.

3. Explain the measures of export promotion adopted by India. [20]

P.T.O.

*Or*

Explain the impact of the following in India's foreign trade :

- (a) International Migration of skilled labour.
- (b) Technology.

4. Define exchange rate control. Explain the various methods of exchange control. [20]

*Or*

Explain the types of terms of trade. Explain the factors influencing terms of trade.

5. Write short notes on (any *four*) : [20]

- (1) Bilateralism
- (2) Export Processing Zone (EPZ)
- (3) Joint Venture
- (4) EOU (Export Oriented Units)
- (5) FDI
- (6) Import Policy.

Total No. of Questions—8]

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**[5584]-4**

**P.G.D.I.B. EXAMINATION, 2019**

**104 : COMMERCIAL LAWS AND OVERSEAS MARKETING RESEARCH  
(2008 PATTERN)**

**Time : 3 Hours**

**Maximum Marks : 100**

- N.B. :—**
- (i) From Section I attempt any *two*.
  - (ii) From Section-II questions No. 4 is compulsory. Attempt any *three* from the remaining.
  - (iii) Figures to the right indicate full marks.
  - (iv) Section I and Section II are to be answered on two separate answer sheets.

**Section-I**

**(Commercial Laws)**

1. (A) What test would you apply to ascertain whether an agreement is a contract. [10]  
(B) Define contract of sale and state the difference between 'Sale' and Agreement to sell. Under sale of Goods Act. [10]
2. (A) Explain important provisions of the Foreign Trade (Development and Regulation) Act, 1992. [10]  
(B) What is Intellectual property ? State its importance in era of globalization. [10]
3. Write short notes on (any *four*) : [20]
  - (a) Rights of unpaid seller
  - (b) Overseas Investment
  - (c) Nature and types of Custom Duty
  - (d) Arbitration
  - (e) FOB and CIF contract.

P.T.O.

**Section II**  
**(Overseas Marketing Research)**

4. Walmart  
International retail giants Walmart want to expand their business in Pune. You as an International Business executive asked to conduct appropriate market research for the said expansion in Pune. Prepare a suitable questionnaire which will be helpful for the conduction of marketing research. [15]
5. Discuss various government schemes for supporting overseas market research. [15]
6. Define marketing research. Describe various steps involved in the research process. [15]
7. What is meant by advertising research? Describe the advertising research process in detail with a suitable example. [15]
8. Write short notes on (any *three*) : [15]
  - (1) Sampling
  - (2) Secondary data for overseas marketing research
  - (3) Overseas market survey
  - (4) Research report
  - (5) Areas of marketing research.