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[5582]-101

**P.G.D.I.E.M. (I Semester) EXAMINATION, 2019**

**101 : INDIAN ECONOMY AND TRADE DEPENDENCIES**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

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

(ii) Each question has an internal option.

(iii) Each question carries equal marks.

1. (a) Critically examine new industrial policy 1991. [10]

*Or*

(b) Discuss various public sector reforms in India. [10]

2. (a) Explain the role played by Government in reduction of poverty in India. [10]

*Or*

(b) What is regional disparities ? How regional disparities can be removed ? [10]

3. (a) Discuss the role of IT industry in India in outsourcing, nationalism and globalisation. [10]

*Or*

(b) Comment on “Small Sector Industrial Policy”. [10]

P.T.O.

4. (a) What are the trends of exports and imports of India ? Also comment on India's balance of payment. [10]

*Or*

- (b) Explain the role of Special Economic Zone (SEZ) in foreign trade of India. [10]

5. (a) How Liberalisation and Globalisation has integrated Indian economy with global economy ? [10]

*Or*

- (b) Write a detailed note on WTO. [10]

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**[5582]-102**

**P.G.D.I.E.M. (I Sem.) EXAMINATION, 2019  
102 : EXPORT AND IMPORT PROCEDURES  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**Instruction to the candidate:**

- 1) All questions carry equal marks (10).
- 2) Answer five questions.

**Q.1) A) What is International Trade? Explain procedure and documentation as trade barriers.**

**OR**

**B) Discuss official machinery for trade procedures and documentation.**

**Q.2) A) Discuss Export Order processing in detail. Explain Export contract and Export Price Quotation.**

**OR**

**B) Explain Cargo Insurance in detail along with its claim procedures.**

**Q.3) A) Explain role of EXIM bank and ECGC in India.**

**OR**

**B) Discuss Pre- Shipment and Post- Shipment finance in detail.**

**Q.4) A) What is Export Promotion Council? Explain the role of export promotion council.**

**OR**

**B) Explain the major export promotion schemes in India with examples.**

**Q.5) A) What is the concept of Foreign exchange? Discuss the provision of Foreign Exchange Management Act- 2000.**

**OR**

**B) Discuss the provisions of Pre- shipment Inspection & Quality Control Act, 1963.**

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**[5582]-103**

**P.G.D.I.E.M. (I Semester) EXAMINATION, 2019**

**103 : INTERNATIONAL MARKETING**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 50**

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

(ii) *Each question carries equal marks.*

**1.** (a) Define International Marketing and elaborate the challenges and oppotunities in International Marketing.

*Or*

(b) Explain in detail global marketing through EPRG framework with suitable examples.

**2.** (a) Explain the concept of ‘Cultural Dimension’ according to Hofstede with suitable example.

*Or*

(b) What is meant by Country Risk Analysis ? State importance and need of it.

**3.** (a) Explain in detail about “Decision Support System” in International Marketing.

P.T.O.

*Or*

- (b) What is International Retailing ? Explain various retail formats in International Market.
4. (a) What is “International Pricing Strategy” ? State challenges faced related to pricing decisions.
- (b) Differentiate between standardization and adoption in detail.
5. Write short notes on any *two* :
- (i) Personal Selling
  - (ii) Sales Promotion
  - (iii) International Communication Process
  - (iv) Global Marketing Strategy.

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**[5582]-104**

**P.G.D.I.E.M. (I Sem.) EXAMINATION, 2019**  
**104 : GLOBAL LOGISTICS AND SUPPLY CHAINS**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

<b>Instructions to the candidates:</b>			
1) All Questions are compulsory.			
2) Each Question has an internal option.			
3) Each question carries 10 marks.			
4) Your answers should be specific and to the point.			
5) Support your answers with suitable live examples.			
Q1)	a)	Explain Bill of Lading, Import License, Cargo Manifest	[10]
		OR	
	b)	Explain the 7 R's of logistic management and 5 P's of logistics.	[10]
Q2)	a)	State the provisions of Motor Vehicle Act 1988 with respect to definition of common carrier and scheduled & non scheduled goods.	[10]
		OR	
	b)	State the provisions regarding freight in Railway Act 1989. What are the advantages and disadvantages of transportation of goods by railways?	[10]
Q3)	a)	Discuss the various formalities in shipping of Goods in detail.	[10]
		OR	
	b)	Explain the functions and roles of custom broker, forwarder & consolidator, shipping agent.	[10]
Q4)	a)	Write a note on International Chamber of Shipping and also name the Major Ports and Sea Routes in India.	[10]
		OR	
	b)	Discuss in detail the recent trends, developments and initiatives taken by Indian Government in respect of shipping industry.	[10]
Q5)	a)	State the functions & benefits of Inland Container Depots and Container freight station.	[10]
		OR	
	b)	Discuss in detail origin of containerization & TEU. What are the benefits of containerization?	[10]

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**[5582]-11**

**P.G.D.I.E.M. (I Sem.) EXAMINATION, 2019**

**101 : MANAGERIAL ECONOMICS**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) All questions carry equal marks.

(iii) Draw suitable diagrams whenever necessary.

Q 1) Define managerial economics and explain nature and scope of managerial economics.

Q. 2) Explain law of demand and exception of law of demand with suitable example.

Q. 3) Explain the law of variable proportions with suitable diagrams and examples.

Q. 4) Explain price and its determinants factors.

Q. 5) Explain various investment avenues and their advantages and disadvantages.

Q.6) Explain role of RBI in economic decisions.

Q. 7) Write short notes ( Any Two)

a) Dumping

c) Techniques of Demand forecasting

d) Game theory

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[5582]-12

**P.G.D.I.E.M. (I Sem.) EXAMINATION, 2019**

**102 : EXIM POLICY, EXPORT PROCEDURE AND  
DOCUMENTATION**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Discuss preliminaries of exports and the registration of IEC, RCMC, EPC and Central Excise.
2. Describe the import clearance, documentation and formalities for importing of printing machine from Genoa-Italy to F.O.B. Mumbai.
3. Describe various facilities and incentives provided by Government to Exporters in India.
4. Discuss the role of Export Promotion Council. Write a brief note on FIEO and ITPO.
5. Explain SEZ in detail with significance and issues in setting up SEZ in India.

P.T.O.

**6.** Distinguish between Bill of Lading and Shipping Bill.

**7.** Write short notes on (any *two*) :

- (a) ECGC
- (b) Export Houses
- (c) DEPB Scheme
- (d) Deemed Exports.

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**[5582]-13**

**P.G.D.I.E.M. (I Sem.) EXAMINATION, 2019  
MARKETING MANAGEMENT  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

***Instructions:***

- 1) Attempt **any five** questions.
- 2) All questions carry equal marks.
- 3) Logical reasoning to justify your answers and relevant examples will carry more marks

- Q.1)** Define Marketing Management its Scope, Core, Concept, and Importance.
- Q.2)** What do you meant by 'Product Life Cycle'? State its importance in preparing Marketing Mix.
- Q.3)** Discuss Sales Forecasting and Sales Forecasting Techniques.
- Q.4)** Discuss factors that influence selection of Distribution Channels for Fast Moving Consumer Goods with relevant examples.
- Q.5)** What is a Brand? Explain Process of Branding. Also mention specific advantages of Branding. Give examples.
- Q.6)** Your company is one of the major players in Android cellular Phone Market. The company has decided to launch a Cell Phone. Prepare Advertising and Sales Promotion Plan for the same. State and explain your assumptions clearly.
- Q.7)** Write short notes on **(any two)**
- A) E-commerce
  - B) Packaging
  - C) Cross Cultural issues in international Marketing
  - D) Sales Promotion
- Q.8)** Your company is engaged in Manufacturing and 4 Wheeler passengers Car; How will your company participate in an International Trade Fair proposed to be held in New Delhi?

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**[5582]-201**

**P.G.D.I.E.M. (II Semester) EXAMINATION, 2019**  
**201 : INTERNATIONAL BUSINESS ENVIRONMENT**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) Attempt all questions.  
(ii) All questions carry equal marks.

1. Discuss the impact of Global Environment on International Business decisions with suitable examples.

*Or*

Explain the following :

- (i) Counter Trade  
(ii) Non-Tariff Barriers.

2. How movement in Interest Rates impact on trade and investment flows in International Business ?

*Or*

In Indian context elaborate the structure and pattern of foreign investment.

3. Write notes on :

- (i) IMF  
(ii) UNCTAD.

P.T.O.

*Or*

Write notes on :

(i) GSP

(ii) GSTP.

4. Elaborate the current Strategic Alliances in International Business.

*Or*

'For International business the issues of technology transfer are crucial'.  
Explain.

5. Elaborate on Regionalism Vs. Multilateralism.

*Or*

Illustrate the relationship between IT and International Business.

Total No. of Questions—5]

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**[5582]-202**

**P.G.D.I.E.M. (II Sem.) EXAMINATION, 2019  
202 : INTERNATIONAL FINANCIAL MANAGEMENT  
(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions carry equal marks.

(ii) All questions are compulsory.

Q1) Differentiate between balance of Payment & Balance of Trade

**OR**

Q1) Describe International Finance ? Explain its Nature & Scope

Q2) Differentiate Between Spot Exchange Market & Forward Exchange Market

**OR**

Q2) Explain the Management of Foreign Currency Exposure

Q3) What are various Alternatives available to a firm to finance its International Investments? Explain two major methods of financing International Operations

**OR**

Q3) How is cost of Capital for an international investment project determined

Q4) Explain the Regulations of Reserve Bank of India in respect to International Finance

**OR**

Q4) Write down the Functions of FEMA and also Differentiate between FEMA & FERA

Q5) What are the Long term Sources of Finance available for Indian Companies in International Market

**OR**

Q5) Write Short Note on

a) Buyer's Credit b) Supplier's Credit

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**[5582]-203**

**P.G.D.I.E.M. (II Semester) EXAMINATION, 2019**

**203 : INTERNATIONAL MARKETING RESEARCH**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

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

(ii) Figures to the right indicate full marks.

**1.** (a) Explain in brief about nature and scope of International Marketing Research. [10]

*Or*

(b) Discuss in detail the importance and complexities in international marketing research. [10]

**2.** (a) Explain in brief the experimental research design with suitable examples. [10]

*Or*

(b) What are the various sources of data collection at international market research at international level. [10]

**3.** (a) Elaborate the different types of sampling methods. [10]

*Or*

(b) Explain non-sampling error with suitable example. [10]

P.T.O.

4. (a) “Precise data interpretation leads to goods result.” Justify the same. [10]

*Or*

- (b) Explain the important content of the good research report.[10]

5. Write short notes on any *two* : [10]

- (a) Scaling techniques
- (b) Advertising Research
- (c) International market opportunity analysis.
- (d) Product research.

Total No. of Questions—5]

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**[5582]-204**

**P.G.D.I.E.M. (II Sem.) EXAMINATION, 2019**

**204 : WTO AND INTELLECTUAL PROPERTY RIGHTS**

**(2013 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 50**

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

(ii) *All* questions carry equal marks.

**1.** Discuss major milestones of GATT and Reforms of nineties.

*Or*

Explain in detail :

(a) Protectionism, and

(b) Dunkel Draft.

**2.** Write short notes on any *two* :

(a) Duty-safeguard measures

(b) Anti-dumping

(c) Countervailing

(d) Multifibre agreement.

**3.** Discuss analysis of trade disputes brought to the WTO. Also discuss specific suggestions given by India.

*Or*

Discuss European court of justices decision vis-a-vis GATT panel decision.

P.T.O.

4. What is IPR ? Explain scope of IPR and expansion of IPR under WTO.

*Or*

What is conditional information and trade secretes introduction under IPR ?

5. Discuss evolution and development of IPRs at International and National Level International regime of IPR related to ..... (Any one of the following) :

(a) Relating to copyrights

*Or*

(b) Relating to geographical indications.

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**[5582]-21**

**PGDIEM (Second Semester) EXAMINATION, 2019**

**201 : INTERNATIONAL ECONOMICS**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**Instructions to the candidates:**

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Your answers should be specific and to the point.*
- 4) *Support your answers with suitable live examples.*

Q1)	Distinguish between internal and international trade. Why do we need a separate theory for international trade?	[14]
Q2)	Explain Factor Endowment Theory of International Trade with the help of suitable example.	[14]
Q3)	What is objective and success of GATT? Explain the future of GATT.	[14]
Q4)	Describe the structure and components of Balance of Payments. What is the nature of Balance of Payment of a developed and developing country?	[14]
Q5)	What is Tariff Policy? Explain effects of Tariff Policy on Industrial Development of India.	[14]
Q6)	Examine critically the role of international monetary fund in maintaining international liquidity.	[14]
Q7)	Short notes (any two) :	[2*7=14]
a	Functions of world bank.	
b	European Union	
c	Effects of International Trade	
d	WTO and India	

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**[5582]-22**

**P.G.D.I.E.M. (II Sem.) EXAMINATION, 2019  
INTERNATIONAL MARKET AND RESEARCH  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**Instructions to students:**

1. Answer any five questions.
2. Each question carries 14 marks
3. Figures to the right indicate marks for that question/sub-question.
4. Your answers should be specific and to the point.

Q.1) Discuss in details the organizational framework for international marketing research. Explain complexities in international marketing research. [14]

Q.2) The research process is carried out in three parts, “planning, execution and reporting” Discuss the activities involved in each part of the process. [14]

Q.3) “Questionnaire is the best method of primary data collection.” Discuss the characteristic of good questionnaire in the light of above statement. [14]

Q.4) Which are the different types of research designs? Explain with the help of examples the use of experimental research design. How the experimental research design is carried out in research work. [14]

Q.5) What is the difference between probability and non probability sampling methods? Discuss snowballing sampling method and purposive sampling method in details. [14]

Q.6) Discuss the steps involved in setting up and implementation of market research project in details. [14]

Q.7) Write short notes: (Any two) [14]

- a) Role of export import [EXIM] Bank of India.
- b) Use of database management networking in M.I.S.
- c) Overseas market research.
- d) Presentation of data.

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**[5582]-23**

**P.G.D.I.E.M. (II Semester) EXAMINATION, 2019**

**204 : EXPORT MANAGEMENT AND IMPORT MANAGEMENT  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks, **14** marks each.

**1.** Explain International Commercial Terms (any *four*) :

(i) Ex-works

(ii) CFR

(iii) FAS

(iv) FOB

(v) CIF.

**2.** Explain the terms (any *two*) :

(i) Quality systems – ISO 9000 series

(ii) EPZs

(iii) EOUs

(iv) TPs & SEZs.

**3.** Explain export documentations. Also brief about rebates and special facilities.

P.T.O.

4. What is the procedure for Air and Sea shipments ?
5. Describe export of software, fruits and vegetables.
6. Explain the provision and restrictions for import and export in India.
7. Describe the concepts (any *two*) :
  - (i) Liner freight
  - (ii) Containerization
  - (iii) Cargo claims.
8. Explain the concepts of Warehousing, Tariffs, Refund and Recoveries of customs.