

Total No. of Questions : 6]

SEAT No. :

[Total No. of Pages : 1

P7280

[5886]-101

P.G. Diploma in International Business

101 : INTERNATIONAL MARKETING AND MANAGEMENT

(2020 Pattern)

Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Solve any Five questions from Q.Nos. 1 to 6.*

Q1) Define International Marketing. Explain the difference between Domestic Marketing and International Marketing. **[20]**

Q2) What is PESTEL analysis? Explain in detail the factors of PESTEL analysis **[20]**

Q3) What are the various modes of entering overseas markets. **[20]**

Q4) a) What is the importance of international tendering? **[10]**

b) Explain the organisation of international marketing operations? **[10]**

Q5) Discuss the role of Marketing Mix in developing sound marketing strategy for an organisation. **[20]**

Q6) Write short notes on (Any 4) **[20]**

- a) Maritime Frauds
- b) Components of Product Mix
- c) Licensing
- d) Analysis of marketing information
- e) Scope of International Marketing.



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SEAT No. :

P7497

[Total No. of Pages : 1

[5886]-102

P.G. Diploma in International Business
IMPORT EXPORT PROCEDURE AND DOCUMENTATION
(2020 Pattern) (Paper-II)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Solve any four questions.*
- 2) *All questions carry equal marks.*

- Q1)** a) Describe the flow and direction of Indian imports
b) Explain export trade control in detail.

- Q2)** a) Explain various types of Pre-Shipment Finance for exporting.
b) Discuss Custom Clearance with respect to Indian Exports.

- Q3)** a) Describe DEPB and EPCG scheme in brief.
b) Describe various steps involved in export Procedure in brief.

- Q4)** a) Explain various types of duties for imports in India.
b) Describe the role of freight and forwarding Agent in import Procedure.

- Q5)** a) Describe Custom's Clearance of Import Cargo in detail.
b) Explain various steps involved in import.

Q6) Write short notes (Any four)

- a) INCOTERMS
- b) Characteristics of Indian Imports
- c) Documentation Information System
- d) Foreign Exchange budgeting
- e) Customs Valuation rules.
- f) GSP Certification of origin.



Total No. of Questions : 5]

SEAT No. :

P7498

[Total No. of Pages : 2

[5886]-103

P.G. Diploma in International Business

**103 : INTERNATIONAL ECONOMIC SYSTEMS AND
FOREIGN TRADE IN INDIA
(2020 Pattern)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right side indicate full marks.*

Q1) Answer the following questions in 50 words each. (Any Two) **[10]**

- a) Describe the Foreign Exchange Market.
- b) Describe the Generalized System and Preferences.
- c) Describe Export Oriented Units.
- d) Describe the Objectives of BRICS.

Q2) Answer the following questions in 150 words each. (Any Two) **[20]**

- a) Describe the Objectives of International Monetary Fund.
- b) Explain the Evolution of World Trade Organisation.
- c) Explain the meaning and features of Special Economic Zones.

Q3) Answer the following questions in 200 words each. (Any One) **[15]**

- a) Explain the Impact of Technology on International Trade.
- b) Explain the Objectives and Functions of International Monetary Fund.

Q4) Answer the following questions in 250 words each. (Any One) **[20]**

- a) Explain the Composition and Direction of India's Exports and Imports.
- b) What is meant by exchange rate? Explain the various types of exchange rate systems.

P.T.O.

Q5) Write short notes on. (Any Three)

[15]

- a) Balance of Trade
- b) G20
- c) Structure of SAARC
- d) Export Promotion
- e) Export Processing Zones (EPZ)



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SEAT No. :

P7499

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[5886]-104

P.G.D.I.B.

**104 : INTERNATIONAL CURRENT TRENDS AND
INTERNATIONAL MARKETING RESEARCH
(2020 Pattern)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) All Questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Account in detail about India's foreign trade. **[16]**

OR

What is the meaning of research design? Explain the various types of research design.

Q2) Define marketing research. Explain the importance of marketing research. **[16]**

OR

What is International Human Resource Management? Elaborate the current trends in International Human Resource Management.

Q3) Detail the various provisions in Intellectual Property Rights. **[16]**

OR

Explain in detail the Indian sale of goods act, 1930.

Q4) Write about the Law relating to custom practice and procedures (UCPDC) in detail. **[16]**

OR

Explain the concept of International Project management and its current trends.

Q5) Write Short Notes on: Any Two **[2×8=16]**

- a) Types of data.
- b) Questionnaires.
- c) Credit contract.
- d) Overseas marketing research.

