

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5184]-1

P.G. Diploma in International Business EXAMINATION, 2017

101 : 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. Define International Market. What are the sources and methods of collecting marketing information for exploring International Market ? [20]

Or

What are the planning in International Marketing Operations ? State the role of Advertising and Publicity in International Marketing.

2. Explain in detail International Product Policies and pricing decisions. [20]

Or

State the 'Export Information System' in detail.

3. State the 'International Tendering Procedure and Procurement for export'. [20]

P.T.O.

Or

Define packaging. Explain the nature and importance of package design in International Markets.

4. What do you mean by 'Maritime Fraud' ? State the various factors that lead to commitment of Maritime frauds. [20]

Or

Explain the main clauses of 'Voyage Charter Party' and 'Time Charter Party'.

5. Write short notes on (any *four*) : [20]
- (a) Branding strategies
 - (b) Licensing
 - (c) Export Pricing
 - (d) International Air Transport
 - (e) Role of clearing and forwarding agents
 - (f) Benefits of sub-contracting.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
-------------	--

[5184]-3

P.G. Diploma in International Business EXAMINATION, 2017

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) *All questions carry equal marks.*

1. What is the difference between “Balance of Trade” and “Balance of Payments” ? Explain the factors which cause balance of Payments disequilibrium. [20]

Or

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

2. Do you agree “European Union is a Regional Block with distinct features of Free Trade Area” ? Justify your answer and explain the importance of EU. [20]

Or

What are the objectives of WTO ? Examine the drawbacks in the functioning of WTO.

P.T.O.

3. Explain the role played by FII and FDI in development of Indian economy. [20]

Or

What is the International Migration of labour ? Discuss the problems of International Migration of skilled and unskilled labour.

4. Explain the Composition and Direction of India's export and import. [20]

Or

Explain the current foreign trade policy in India.

5. Write short notes on (any *four*) : [20]
- (a) Foreign Exchange Market
 - (b) SAARC
 - (c) Joint Venture
 - (d) EOU (Export Oriented Units)
 - (e) Anti dumping
 - (f) Export promotion.

Total No. of Questions—8]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5184]-4

P.G. Diploma in International Business EXAMINATION, 2017

COMMERCIAL LAWS AND OVERSEAS

MARKETING RESEARCH

Paper IV

(2008 Pattern)

Time : 3 Hours

Maximum Marks : 100

N.B. :— (i) Section I and Section II are to be answered on two separate answer-sheets.

(ii) Figures to the right indicate full marks.

(iii) From Section I attempt any *two* questions.

(iv) From Section II question No. 4 is compulsory. Attempt any *three* from the remaining questions.

SECTION I

1. (a) Explain the importance of Foreign Trade and state in brief the provisions of Foreign Trade Act. [10]
- (b) Explain the essential elements of valid contract under The Indian Contract Act. [10]

2. (a) Define the term 'sale' and Agreement to sell under the sale of Goods Act. [10]
- (b) Explain the obligations of buyer and seller under FOB and CIF contract. [10]

P.T.O.

- 3.** Write short notes on the following : [20]
- (a) Product Liability
 - (b) Credit Contracts
 - (c) Foreign Investment
 - (d) Institutional Trade Disputes.

SECTION II

- 4.** Deccan Honda Pimpri want to expand their business to Chakan. Before opening of new showroom, management want to do market research. Prepare a suitable questionnaire for conducting market research to understand market potential for the firm. [15]
- 5.** Define Marketing Research. Describe various areas of marketing research. [15]
- 6.** Describe the various steps involved in research process. [15]
- 7.** Discuss the need scope and objectives of overseas marketing research. [15]
- 8.** Write short notes on (any *three*) : [15]
- (a) Govt. scheme for supporting overseas research
 - (b) Advertising research
 - (c) Tabulation
 - (d) Overseas market surveys
 - (e) Methods of primary data collection.