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**[5182]-11**

**P.G.D.I.E.M. (First Semester) EXAMINATION, 2017**

**101 : MANAGERIAL ECONOMICS**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

(iii) Draw suitable diagrams whenever necessary.

1. Define managerial economics and explain nature and scope of managerial economics.
2. Explain law of demand and its characteristics.
3. Elaborate different types of production functions.
4. Differentiate in between perfect competition and imperfect competition.
5. Define investment and explain various investment areas and its advantages and disadvantages.

P.T.O.

- 6.** Which techniques are applied by the RBI for credit control ?
- 7.** Write short notes on (any *two*) :
- (a) Dumping
  - (b) Game theory
  - (c) Entry barriers
  - (d) Utility theory.

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**[5182]-12**

**P.G.D.I.E.M. (I Sem.) EXAMINATION, 2017**  
**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. Explain Letter of Credit and its types.
2. Discuss the significance of export-oriented units.
3. Explain the procedure to obtain I.E.C. and R.C.M.C.
4. Explain the significance of Export Promotional Council. List any *seven* Export Promotional Councils.
5. Write a detailed note on State Trading Corporation.
6. Write short notes on (any *two*) :
  - (a) E.P.C.G.
  - (b) Shipping Bill
  - (c) GSP Certificate
  - (d) Exim Bank.

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**[5182]-13**

**P.G.D.I.E.M. (I Sem.) EXAMINATION, 2017**

**103 : MARKETING MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

1. Discuss the following concepts of marketing in detail—production, product, sales and societal marketing.
2. What is PLC ? Explain various marketing strategies at Introduction Phase.
3. Explain in detail the factors influencing consumer buying behaviour.
4. What is product mix ? Elaborate various product mix strategies.
5. Indian brand of Apparels is going to expand its business in European market. Prepare an advertising and sales promotion plan for the company. State necessary assumptions.

P.T.O.

- 6.** State and explain the factors which influence selection of distribution channel.
- 7.** Write short notes on (any *two*) :
- (a) Packaging
  - (b) Sales Forecasting Techniques
  - (c) Cross-Cultural Issues in International Marketing
  - (d) International Advertising.

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**[5182]-21**

**P.G.D.I.E.M. (Second Semester) EXAMINATION, 2017**

**201 : INTERNATIONAL ECONOMICS**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Define International Economics. Explain its nature and scope.
2. Explain classical theory of International Trade with suitable example.
3. What is the difference between Balance of Payment and Balance of Trade ? Discuss balance of payments disequilibrium.
4. How does foreign trade affect national economy in the context of factor mobility, employment and nature of competition ?
5. Critically evaluate performance of WTO with special reference to developing countries.

P.T.O.

6. Why was European Union Formed ? Comment on its recent status.
7. Write short notes on (any *two*) :
- (a) Product Diversification
  - (b) GATT
  - (c) Cost-Benefit Theory
  - (d) Tariff and Import Quotas.

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**[5182]-22**

**P.G.D.I.E.M. (II Sem.) EXAMINATION, 2017**

**203 : INTERNATIONAL MARKET AND RESEARCH**

**[2008 PATTERN]**

**Time : Three Hours**

**Maximum Marks : 70**

- N.B. :—**
- (i) Answer any *five* questions.
  - (ii) Each question carries **14** marks.
  - (iii) Figures to the right indicate marks for that question/  
sub-question.
  - (iv) Your answers should be specific and to the point.

- 1.** Define need and importance of international market research. Discuss the obstacles in acceptance of it. [14]
- 2.** What is research design ? List various types of research designs. Describe in detail experimental research design. [14]
- 3.** What are sampling errors ? What is the significance of sample size ? Discuss with suitable examples 'Quota Sampling Method'. [14]
- 4.** What is International market opportunity analysis ? Explain the role of international market research in it. [14]

P.T.O.



5. How is data analysis useful in international market research for strategy formulation. Explain with suitable examples. [14]
6. How is computers and database management networking useful for decision-making in international market research ? [14]
7. Write short notes on (any *two*) : [14]
- (a) Advertising research
  - (b) Readership surveys
  - (c) Sampling design.

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[5182]-23

P.G.D.I. E.M. (Second Semester) EXAMINATION, 2017

204 : EXPORT AND IMPORT MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

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

1. Explain the following terminology in export and import :
  - (a) FOB
  - (b) FAS
  - (c) CFR
  - (d) CIF
2. Explain export and import documentation be used in procedure.
3. Which exchange control formalities are binding upon the exporter and importer ? Explain.
4. Discuss provision and restrictions for import and export in India.
5. Explain role of EXIM Bank in export and import.

P.T.O.

6. How quality systems and patenting are important in export and import ? Explain.

7. Write short notes on any *two* :

(a) EOUs

(b) Air and sea shipments

(c) Recoveries of customs

(d) Containerization.