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**P.G. DIPLOMA IN INTERNATIONAL BUSINESS
EXAMINATION, 2018**

**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. Explain the nature of international marketing. Discuss the benefits and challenges of international marketing. [20]

Or

Define international market. What are the sources and methods of collecting marketing information for exploring international market ?

2. Explain in detail international product policies and pricing decisions. [20]

Or

What is international marketing ? Explain in detail international marketing process and techniques.

3. Explain the organisation and control of international marketing operations. [20]

Or

State the international tendering procedure and procurement for export.

P.T.O.

4. Define 'Marketing Logistics'. Explain the role of intermediaries in international marketing. [20]

Or

What do you mean by 'Maritime Fraud' ? State the various factors that lead to commitment of Maritime Frauds.

5. Write short notes on any *four* : [20]
- (a) Export pricing
 - (b) International product life cycle
 - (c) Licensing
 - (d) International air transport
 - (e) Role of clearing and forwarding agents
 - (f) Joint ventures.

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**P.G. DIPLOMA IN INTERNATIONAL BUSINESS
EXAMINATION, 2018
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) What are the basic requirements for undertaking EXIM business in India ? Explain.
(B) Explain importance of Marine Insurance and also give details of different Marine Insurance policies available for Exporters/ Importers.
2. (A) Discuss in detail all the steps involved in shipment of export cargo.
(B) Give details of financing facilities extended by commercial banks in India to exporters.
3. (A) Explain the role and responsibility of the following authorities related to Export/Import :
 - (i) DGFT
 - (ii) RBI
 - (iii) Directorate of Customs
 - (iv) Directorate of Quality Control and Pre-shipment.

P.T.O.

- (B) What is Forfeiting ? How it helps exporters in early collection of receivables ?
4. (A) Explain the procedure involved in – clearance of import cargo.
(B) What are the documents prescribed by importing countries ? Give details.
5. (A) Write a detailed note on : Forward Exchange Cover.
(B) What is Pre- and Post-shipment finance ? Explain.
6. (A) What is the role of clearing and forwarding agents ? Explain.
(B) Write a note on – ‘ECGC’.
7. Write short notes on any *four* :
- (a) Export Houses/Trading Houses
 - (b) Types of Letter of Credit
 - (c) Import Purchase Contract
 - (d) Packing and Labelling in export of goods
 - (e) GSP certificate of origin
 - (f) INCOTERMS.

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**P.G. DIPLOMA IN INTERNATIONAL BUSINESS
EXAMINATION, 2018
ECONOMIC SYSTEMS AND FOREIGN TRADE IN INDIA
Paper III**

Time : Three Hours

Maximum Marks : 100

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

(ii) Figures to the right indicate full marks.

1. What do you mean by foreign exchange market ? Explain the terms used in foreign exchange market. [20]

Or

Explain the relationship between economic development and foreign trade.

2. Elaborate the importance and functions of SAARC. [20]

Or

Discuss the evolution and features of WTO.

3. Discuss the role played by Foreign Institutional Investment (FII) and Foreign Direct Investment (FDI) in developing the Indian economy since 1991. [20]

Or

Discuss the trends in the composition and direction of India's exports and imports.

P.T.O.

4. State the concept of SEZ. Explain the performance of SEZ in India. [20]

Or

Review the foreign trade policy of India.

5. Write short notes on (any *four*) : [20]
- (1) International Monetary System
 - (2) European Union
 - (3) International Migration of Skilled Labour
 - (4) Foreign Collaboration
 - (5) Terms of Trade
 - (6) Bilateralism.

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P.G. DIPLOMA IN INTERNATIONAL BUSINESS

EXAMINATION, 2018

**104 : COMMERCIAL LAWS AND
OVERSEAS MARKETING RESEARCH**

Time : Three Hours

Maximum Marks : 100

N.B. :— (i) From section I attempt any *two* questions.

(ii) From section II question 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) State the essential elements of valid contract. [10]
(B) What are the rights of unpaid seller against the goods and buyer ? [10]
2. (A) Explain the importance and main provisions of Foreign Trade. [10]
(B) Define and state the nature of Intellectual Property Rights. [10]

P.T.O.

3. Write short notes on any *four* of the following : [20]
- (a) Export contracts
 - (b) Procedure for settlement of institutional trade disputes
 - (c) Prohibited goods (Customs Act)
 - (d) Product liability
 - (e) Credit contracts.

Section II
(Overseas Marketing Research)

4. IEKA Retail :
International retail giants (furniture) IEKA have plans to acquire land parcels to execute entry into Pune in 2018-19 to expand footprints. You as an International Business executive are asked to conduct appropriate market research for the entry of the IEKA in Pune. Prepare a suitable questionnaire for the same. [15]
5. Describe meaning, scope and importance of overseas marketing research. [15]
6. Define interview. Describe various interview techniques for marketing research. [15]
7. Describe various areas of marketing research. [15]
8. Write short notes on (any *three*) : [15]
- (1) Secondary data for overseas marketing research
 - (2) Objectives of overseas marketing research
 - (3) Advertising research
 - (4) Editing of data
 - (5) Government schemes for supporting overseas market research.