

Total No. of Questions :7]

SEAT No. :

[Total No. of Pages : 1

P4053

[5382]-11

P.G.D.I.E.M

**101: Managerial Economics
(2008 Pattern) (Semester-I)**

[Time :3Hours]

[Max. Marks :70]

Instructions to the candidates:

- 1) Answer Any five Questions*
- 2) All questions carry equal marks*
- 3) Draw suitable diagrams whenever necessary*

Q1) Explain features of Micro Economics and macro Economics with examples.

Q2) Explain law of demand and its characteristics.

Q3) Explain law of variable proportions with suitable examples and diagram.

Q4) Differentiate in between Monopolistic competition and oligopoly competition.

Q5) Define investment and explain various investment areas and its advantages and disadvantages.

Q6) Explain various techniques of credit control measure, Which generally applied by RBI?

Q7) Write short notes (any two)

- a) Utility Theory
- b) Game Theory
- c) Dumping
- d) Entry Barrier



Total No. of Questions :7]

SEAT No. :

P4054

[5382]-12

[Total No. of Pages : 1

P.G.D.I.E.M.

**102 : EXIM POLICY, EXPORT PROCEDURE & DOCUMENTATION
(2008 Pattern) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any five questions.*
- 2) All questions carry equal marks.*

Q1) Describe the advance authorization scheme in detail.

Q2) Write a detailed note on ECGC services available to an exporter.

Q3) Discuss Preshipment and Post-Shipment documents in detail.

Q4) Explain the significance of Export Promotional council. List any 10 export promotional councils in India.

Q5) What do you mean by SEZ? Explain it's significance and problems (issues) in setting up SEZ in India.

Q6) Describe types of export houses and the benefits provided by the government.

Q7) Write short notes (any two) :

- a) GSP rules of origin
- b) Bill of lading
- c) Marine Insurance
- d) EPCG



Total No. of Questions : 8]

SEAT No. :

P4055

[5382]-13

[Total No. of Pages : 1

P.G.D.I.E.M.

MARKETING MANAGEMENT

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 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.*

Q1) Define Marketing Management. Define Importance of marketing in modern age.

Q2) Enumerate the stages of Product Life Cycle.

Q3) Explain in brief the Five stages in the Buying Decision process.

Q4) What are the various kinds of Pricing Strategies - Discuss?

Q5) What are the various factors which must be considered while making Channel Selection?

Q6) "Advertising is the backbone of modern marketing". Elaborate with examples.

Q7) Write short notes on (any two) :

- a) E-commerce
- b) Packaging
- c) Cross Cultural issues in International Marketing.
- d) Trade Fair.

Q8) Discuss the various factors which affects international channel decision.



Total No. of Questions : [7]

SEAT No. :

P4056

[5382]-21

[Total No. of Pages : 1

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**201 : INTERNATIONAL ECONOMICS
(2008 Pattern) (Semster-II)**

Time : 3 Hours]

[Max. 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) Explain distinctive features of international Trade. Classify the International Trade based on theory. **[14]**

Q2) How does foreign trade affect national economy in the context of factor mobility, employment, and nature of competition? **[14]**

Q3) What is the concept of international Economics? Explain the features and scope of international Economics. **[14]**

Q4) What is International Financial institution? Explain the functions of Asian Development Bank. **[14]**

Q5) What is objective and success of GATT? Explain the future of GATT. **[14]**

Q6) What are the causes of adverse balance of payment? What measures are adopted to correct the disequilibrium? **[14]**

Q7) Short notes (any two) : **[2 × 7 = 14]**

- a) Merits and demerits of free trade.
- b) Optimum currency area.
- c) European Union.
- d) WTO and India.



Total No. of Questions : 7]

SEAT No. :

P4057

[5382]-22

[Total No. of Pages : 1

P.G.D.I.E.M.

**203 : INTERNATIONAL MARKET RESEARCH
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 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.*

Q1) Define term international marketing research. Explain importance of marketing research in international context. What are the challenges in its acceptance. **[14]**

Q2) Which are the steps involved in research process? Explain the use of literature review in marketing research with examples. **[14]**

Q3) Define the term primary data. What are the advantages and disadvantages of primary data. Explain interview method of primary data collection in details. **[14]**

Q4) Define the term research design. What are the different types of research designs? Describe exploratory research design and descriptive design in details. **[14]**

Q5) Define population and sample. What are the advantages of sampling over census. Discuss stratified random sampling method with the example. **[14]**

Q6) Which are different multivariate analysis techniques. Explain in details any two multivariate analysis techniques. **[14]**

Q7) Write short notes : (any two) **[14]**

- a) Market research report writing.
- b) Advertising effectiveness study.
- c) Market research for make or buy decision.
- d) Provisions & restrictions for export in India.



Total No. of Questions :8]

SEAT No. :

[Total No. of Pages :2

P4058

[5382] - 23

P.G.D.I.E.M.

204 : EXPORT MANAGEMENT AND IMPORT MANAGEMENT

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Attempt Any Five Questions.*
- 2) All questions carry equal marks.*

Q1) Define the International commercial terms Any Five.

[14]

- a) Need
- b) Groups
- c) Ex-works
- d) FOB
- e) FAS
- f) CFR
- g) CIF

Q2) Explain in detail Quality system ISO 9000 series with examples.

[14]

Q3) Explain Export & Import documentation & Procedures.

[14]

Q4) Explain Air & sea shipment with suitable examples.

[14]

P.T.O.

Q5) Explain the procedure regarding export of softwares & Floricultural products. **[14]**

Q6) What are the various provisions and restrictions are there for import & Export in India. **[14]**

Q7) Explain in terms Export marketing mix and also write down how Export marketing mix is to be designed. **[14]**

Q8) Explain customer's clearance procedure for imported goods. **[14]**

