

Total No. of Questions : 5]

SEAT No. :

P1316

[4790] - 101

[Total No. of Pages : 2

**P.G. Diploma in International Business (PGDIB)
International Marketing and Management
(Old and New) (Paper - I)**

[Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:

- 1) *All questions are compulsory*
- 2) *All questions carry equal marks.*

Q1) Define 'international marketing'. State and explain the benefits and risks of international marketing.

OR

What are the different modes of entering overseas markets? Discuss.

Q2) Explain different methods of advertising and publicity in international marketing.

OR

Explain the role and importance of different types of overseas distribution channels.

Q3) What is joint venture? Explain the process and techniques of joint venture in international marketing.

OR

Explain the process of 'counter trade' and 'licensing' in international marketing.

Q4) Define 'logistics'. Explain the objectives and scope of marketing logistics.

OR

Explain the structure, challenges and opportunities for India's shipping industry.

P.T.O.

Q5) Write short notes : (any four)

- a) Transfer pricing
- b) International tendering
- c) Export information system
- d) Benefits of sub-contracting
- e) Role of Packaging



Total No. of Questions : 7]

SEAT No. :

P1317

[4790] - 102

[Total No. of Pages : 2

P. G. Diploma in International Business
Export-Import Procedure and Documentation
(Paper - II)

Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:

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

- Q1)** a) What are different categories of Exporters & Importers.
b) Explain important provisions given in FEMA 1999 pertaining to Foreign Exchange System and transactions in EXIM business.
- Q2)** a) What is Letter of Credit? State Types of Letter of Credit and parties connected therewith.
b) Explain utility of Letter of Credit to the Exporters in availing Pre & Post shipment Finance.
- Q3)** a) State and explain all the essential Export Documents.
b) What are the special facilities extended to Export Houses under FT Policy?
- Q4)** a) What are the various Marine Insurance policies available to Exporters & Importers? Explain in details.
b) Explain the role of ECGC India Ltd.
- Q5)** a) Explain with examples the importance of Forward Exchange Cover to Exporters & Importers.
b) Describe the methods available to Importers for raising Import Finance from Banks in India.

P.T.O.

Q6) Discuss the Regulatory Role for EXIM business of Following Authorities:

- a) DGFT.
- b) RBI
- c) Customs.
- d) Export Inspection Councils.

Q7) Write Short Notes Any Four :

- a) Import under Countertrade.
- b) Custom Clearance.
- c) Bill of Entry.
- d) Back to Back LC.
- e) INCOTERMS.
- f) Import Procurement.



Total No. of Questions : 7]

SEAT No. :

P1318

[4790] - 103

[Total No. of Pages : 1

P. G. D. I. B.

ECONOMIC SYSTEMS AND FOREIGN TRADE IN INDIA

(2008 Pattern) (Paper - III)

[Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:

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

Q1) Enumerate the different types of Terms of Trade. Which of these concepts is most helpful in indicating “gains from trade”?

Q2) Discuss role of W.T.O. in international Economic Integration and examine drawbacks in the functioning of W.T.O.

Q3) What is balance of payments disequilibrium? Explain the factors which cause balance of payments disequilibrium.

Q4) Explain the importance of export promotion measures in India. What are the limitations of India’s export promotion schemes?

Q5) Discuss the role of private foreign investments in the economic development of an underdeveloped country.

Q6) What is a foreign exchange market? Explain the structure of foreign exchange market.

Q7) Write short notes: (Any Four)

- a) Capital account
- b) Convertibility of rupee
- c) GATS
- d) Arbitrage in foreign exchange market.
- e) Spot and forward Exchange Rate
- f) European Union
- g) TRIPS



Total No. of Questions : 8]

SEAT No. :

P1319

[4790] - 104

[Total No. of Pages : 2

P. G. Diploma in International Business
COMMERCIAL LAWS AND OVERSEAS MARKETING RESEARCH
(Paper - IV)

Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:

- 1) Section I and section II are to be answered on two separate answer sheets.*
- 2) Figures to the right indicate full marks*
- 3) From section I attempt any Two questions*
- 4) From section II question No 4 is compulsory. Attempt any Three from remaining questions.*

SECTION - I

Q1) a) 'An Agreement enforceable by law is a contract' Discuss the essentials of valid contract. **[10]**

b) Explain the terms 'conditions' and warranties under the sale of goods Act. **[10]**

Q2) a) Explain in brief laws relating to Intellectual property and their importance in era of Globalization. **[10]**

b) Why is the arbitration superior method for setting International Disputes. **[10]**

Q3) Write short notes on the following: **[20]**

- a) Discharge of contract
- b) Rights of unpaid seller
- c) FOB and CIF contracts
- d) Foreign Investments.

P.T.O.

SECTION - II

Q4) BAJAJ ALLIANZ

Bajaj Allianz a well known insurance company wants to expand their business in rural areas of Nagpur district you as a marketing manager assigned the responsibility of identifying sales potential for the auto insurance products. for this purpose prepare a suitable questionnaire to administer in rural areas.

[15]

Q5) Define advertisement & describe pre-test & post-test in detail.

[15]

Q6) Describe various methods of primary data collection.

[15]

Q7) Describe need scope & objectives of overseas marketing research.

[15]

Q8) Write short notes on (Any Three) :

[15]

- a) Industrial marketing research.
- b) Tabulation
- c) Govt. schemes for supporting overseas marketing research.
- d) Areas of marketing research.
- e) Overseas market surveys.

