

Total No. of Questions—5]

[Total No. of Printed Pages—2

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

[4990]-101

P.G. Diploma in International Business

(PGDIB) EXAMINATION, 2016

INTERNATIONAL MARKETING AND MANAGEMENT

Paper I

Time : Three Hours

Maximum Marks : 100

N.B. :- (i) All questions are compulsory.

(ii) All questions carry equal marks.

1. What is 'International marketing' ? Explain the nature and scope of international marketing.

Or

Discuss the methods of collecting data and its analysis in international marketing.

2. Define 'product policy'. Explain the different components of the product policy in international marketing.

Or

What is distribution channel ? Explain the factors involved in overseas distribution channels.

3. What is direct exporting ? Explain its process and techniques.

Or

Define packaging. Explain the nature and importance of package design in international markets.

P.T.O.

4. What is international tendering ? Explain the process of international tendering ?

Or

What is logistics ? Explain the legal aspects of overseas marketing logistics.

5. Write short notes on (any *four*) :
- (a) Benefits sub-contracting
 - (b) Types of branding strategies
 - (c) Risks in air transport
 - (d) Maritime frauds
 - (e) Export information system.

Total No. of Questions—7]

[Total No. of Printed Pages—2

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

[4990]-102

**P.G. Diploma in International Business EXAMINATION, 2016
IMPORT-EXPORT PROCEDURE AND DOCUMENTATION**

Paper II

Time : Three Hours

Maximum Marks : 100

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

1. (a) Explain in detail Standardized Export Documents.
(b) Explain the importance of Quality control and Pre-shipment inspection in Export Promotin.
2. Discuss procedures concerning :
(a) Central Excise Clearance
(b) Custom Clearance
(c) Obtaining IEC.
3. (a) Explain the instrumentality of Letter of Credit to the Exporter in availing Pre and Post Shipment.
(b) What is meant by Forfeiting ?
4. (a) Write a detailed note on —“Marine Insurance”.
(b) Explain the role of Clearing and Forwarding Agents in EXIM Business.

P.T.O.

5. (a) Define Importer. Explain various Financing Facilities extended to importers by commercial banks in India.
- (b) What is “Bill Of Entry.” ?
6. Discuss important provisions under FEMA-1999 related to all aspects of EXIM business.
7. Write short notes on any *four* :
- (i) Export Houses
 - (ii) GSP Certificate
 - (iii) DGFT
 - (iv) Forward Exchange Cover
 - (v) ECGC
 - (vi) Purchase Contract in Import.

Total No. of Questions—5]

[Total No. of Printed Pages—2

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

[4990]-103

**P.G. DIPLOMA IN INTERNATIONAL BUSIENSS
EXAMINATION, 2016
ECONOMIC SYSTEMS AND FOREIGN TRADE IN INDIA
Paper III**

Time : Three Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. What are the various concepts of terms of trade ? Explain the important factors that influence terms of trade. [20]

Or

Discuss the important methods of correcting balance of payment disequilibrium. 20

2. Define foreign exchange rate. Explain how foreign exchange rate is determined under the flexible exchange rate system.

Or

What are the differences between GATT and WTO ? Write a note on anti-dumping measure under WTO.

3. Evaluate India's export promotion measures. [20]

Or

Briefly explain the efforts, progress and problems of European Union (EU). [20]

4. Explain the composition and direction of India's imports and exports. [20]

Or

Discuss the role of foreign investment in developing countries.

P.T.O.

5. Write short notes on (any *four*) :

- (1) NAFTA
- (2) ASEAN
- (3) Devaluation
- (4) Foreign exchange market
- (5) Basis of international trade
- (6) Net barter terms of trade.

Total No. of Questions—8]

[Total No. of Printed Pages—3

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

[4990]-104

**P.G. Diploma in International Business EXAMINATION, 2016
COMMERCIAL LAWS AND OVERSEAS MARKETING RESEARCH**

Paper IV

Time : Three 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) Which legal factors should a business firm consider before it decides to conduct Business Internationally. [10]
- (b) What test would you apply to ascertain whether an agreement is a contract ? [10]
2. (a) Explain the obligations of buyer and seller under FOB and CIF contract. [10]

P.T.O.

- (b) Why is the arbitration superior method for settling international trade disputes ? [10]
3. Write short notes on the following : [20]
- (a) Intellectual Property Rights
- (b) Export Sales Contract
- (c) Types of Custom duties
- (d) Rights of Unpaid seller.

SECTION II

4. *Thaat Baat*,
Thaat Baat exclusive vegetarian thali restaurant want to increase their restaurants in Pune city. Prepare a suitable questionnaire which will help management to understand customer's taste and preferences for food. [15]
5. Highlight the importance of marketing research. Add a note on industrial marketing research. [15]
6. What is data ? Describe types of data with suitable examples. [15]
7. How to conduct overseas marketing research for identification of product for exports ? [15]

8. Write short notes on (any *three*) :

[15]

- (a) Advertising research
- (b) Methods of data collection
- (c) Evaluation of research
- (d) Sampling for overseas surveys
- (e) Need for overseas marketing research.