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P.G.D.I.E.M. (Semester-I) EXAMINATION, 2016
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 wherever necessary.

1. Define managerial economics. Which economic concepts should be known to the managers?
2. Explain the price-demand relationship.
3. Describe the features of monopolistic competition with examples.
4. What is 'production function'? Draw short and long run average cost and total cost curves with cost schedule.
5. Give different types of business risks and suggest measures to minimise the same.
6. Explain the phases of a business cycle and mention anti-cyclical measures.
7. Write short notes (any *two*) :
 - (a) Types of price elasticity of demand
 - (b) Scope of macro economics
 - (c) Game theory
 - (d) Long-term investment decisions.

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P.G.D.I.E.M. (Semester-I) EXAMINATION, 2016
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. Discuss Export Oriented Unites (EDU), EHTP and STP.
2. Explain EPCG licensing procedure. Discuss its significance and compliancy in WTO framework.
3. Distinguish between Bill of Lading and Shipping Bill.
4. What do you mean by Rules of Origin ? Describe GSP and GSTP rules of origin.
5. Describe various facilities and incentives provided by Government to the Exporters.
6. Explain the highlights of EXIM policy 2009-14.
7. Write short notes on (any *two*) :
 - (a) ECGC
 - (b) ITC-HSN nomenclature
 - (c) Export Houses
 - (d) DEPB Schemes.

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P.G.D.I.E.M. (First Semester) EXAMINATION, 2016
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. Explain “Marketing Process” in detail, along with its block diagram.
2. What is meant by the term “ Marketing Mix”? How the marketing mix strategies need to be different for each stage of product life cycle? Explain with a suitable example.
3. Elaborate the process of buying with a suitable diagram. Will process of buying be different for every product? Justify your answer.
4. Discuss various pricing strategies used for fast moving consumer goods (FMCG) and fast moving consumer durables (FMCD). You may give a practical case.
5. Compare the difference between international advertising and distribution with that of domestic advertising and distribution.
6. Write a detailed note on “Cross cultural issues in international marketing.”
7. Write notes any *two* of the following :
 - (a) International branding of products
 - (b) Role of international exhibitions and trade fairs
 - (c) E-commerce
 - (d) Effective distribution channels.

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P.G.D.I.E.M. (Semester-II) EXAMINATION, 2016
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. Give a brief account of the distinctive features of International trade.
2. What are the gains from International Economics ? How India is measured based on International Economics ?
3. How is the rate of exchange determined under gold standard ?
4. What do you understand by 'Balance of payment'? Discuss the measures of correcting a disequilibrium in 'Balance of payment'.
5. Explain the concept of Tariffis. Give a brief account of the various effects of tariffs.
6. Write short notes on (any *two*) :
 - (a) IMF (International Monetary fund)
 - (b) GATT (General Agreement of Tariffs and Trade)
 - (c) IFC (International Finance Corporation)
 - (d) ADB (Asian Development Bank)
7. What is WTO (World Trade Organisation) ? Discuss its role and function in International Trade.

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P.G.D.I.E.M. (Semester-II) EXAMINATION, 2016
203 : INTERNATIONAL MARKETING AND RESEARCH
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. How International Marketing Research is more complex than domestic research ? Explain with the help of examples.
2. What type of sources can be used for collection of primary and secondary data in international marketing research ?
3. Write notes on (any *two*) :
 - (a) Exploratory Research Design
 - (b) Descriptive Research Design
 - (c) Causative Research Design.
4. What are the qualities of a good questionnaire ?
5. What are the types of data analysis techniques used in research.
6. What are the different applications of international marketing research ?
7. What are the different types of sampling design ?

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P.G.D.I.E.M. (Semester-II) EXAMINATION, 2016
204 : EXPORT MANAGEMENT & 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 International commercial terms :
 - (a) CFR
 - (b) CIF
2. Explain in detail restrictions for export and import in India.
3. Explain provisions regarding export of fruits and vegetables.
4. As an entrepreneur, how will you start an export business?
5. Explain Air and Sea shipments procedure.
6. Explain import documentation and procedure.
7. Write short notes on (any *two*) :
 - (a) ISO 9000 series
 - (b) CFR
 - (c) CIF
 - (d) EXIM bank's role