

Total No. of Questions : 7]

SEAT No. :

**P3088**

[Total No. of Pages : 1

**[4888]-11**

**P.G.D.I.E.M. (Financial Management)**

**101: MANAGERIAL ECONOMICS**

**(2008 Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Answer any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Draw suitable diagrams wherever necessary.*

**Q1)** Define managerial economics and explain the area cover by the managerial economics.

**Q2)** Explain law of demand and its assumption and discussed where law of demand will not applicable.

**Q3)** Explain the law of variable proportions with suitable diagrams and examples.

**Q4)** Differentiate in between perfect competition and monopolistic competition.

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

**Q6)** Define the risk. How you can trade-off in between risk and return?

**Q7)** Write short notes (any two) :

- a) Utility theory.
- b) Game theory.
- c) Entry barriers.
- d) Dumping.



Total No. of Questions : 6]

SEAT No. :

**P3089**

[Total No. of Pages : 1

**[4888]-12**

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

**102: EXIM POLICY, EXPORT PROCEDURE AND  
DOCUMENTATION**

**(2008 Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** What is FIEO and ITPO. Describe their role in International trade.

**Q2)** Write a detail note on Export Promotion Capital Goods.

**Q3)** Explain in detail, the facilities and incentives provided for Exports.

**Q4)** Explain the procedure to obtain I.E.C and RCMC.

**Q5)** Write a detail note on Marine Insurance.

**Q6)** Write Short Notes (Any Two) :

- a) Shipping Bill.
- b) DEPB Scheme.
- c) F.O.B. Contract.
- d) Export Promotional Council.



Total No. of Questions : 7]

SEAT No. :

P3090

[Total No. of Pages : 1

[4888]-13

P.G.D.I.E.M. (Semester - I)

103: MARKETING MANAGEMENT

(2008 Pattern)

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Solve any five questions.*
- 2) *Figure to the right side indicate full marks.*

- Q1)* Explain the concept of Marketing Management? Elaborate its scope and importance in details. **[14]**
- Q2)* Explain Product Life Cycle with suitable example. **[14]**
- Q3)* Explain any two sales forecasting techniques in details with appropriate example. **[14]**
- Q4)* Explain the concept of Product Mix in details. **[14]**
- Q5)* “Sales Promotion Activities boost up sales target of any organization”. Comment. **[14]**
- Q6)* What is E-Commerce? Elucidate its significance in any business organization. **[14]**
- Q7)* Write short note any Two : **[14]**
- a) Marketing Mix.
  - b) Consumer Behavior.
  - c) Branding.
  - d) Pricing Strategies.



Total No. of Questions : 7]

SEAT No. :

**P3091**

[Total No. of Pages : 1

**[4888]-21**

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

**201: INTERNATIONAL ECONOMICS**

**(2008 Pattern)**

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

**Q2)** What is IMF? Explain recent international monetary reforms with respect to less-developed countries. **[14]**

**Q3)** Distinguish between internal and international trade. Why do we need a separate theory for international trade? **[14]**

**Q4)** Explain Factor Endowment Theory of International Trade with the help of suitable example. **[14]**

**Q5)** What is International Financial Institution? Explain the functions of Asian Development Bank. **[14]**

**Q6)** What is Tariff Policy? Explain effects of Tariff Policy on Industrial Development of India. **[14]**

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

- a) European Union.
- b) Merits and demerits of free trade.
- c) Balance of Payment and Balance of Trade.
- d) United Nations Conference on Trade (UNCTAD).



Total No. of Questions : 7]

SEAT No. :

**P3092**

[Total No. of Pages : 1

**[4888]-22**

**P.G.D.I.E.M. (Semester - II)**

**203: INTERNATIONAL MARKET RESEARCH**

**(2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) Solve any five questions.*
- 2) Figure to the right side indicate full marks.*

- Q1)** Explain in detail International Marketing Information System. **[14]**
- Q2)** Explain Nature and Scope of International Marketing Research. **[14]**
- Q3)** What are the challenges for collecting data at international level? **[14]**
- Q4)** Explain Rating and Ranking scale with suitable example. **[14]**
- Q5)** Explain probability and Non probability Sampling Techniques. **[14]**
- Q6)** Explain need and scope of International Market Opportunity Analysis. **[14]**
- Q7)** Write short note on any two : **[14]**
- a) Univirate Data Analysis.
  - b) Data Analysis and Interpretation.
  - c) Research Design.



Total No. of Questions : 8]

SEAT No. :

P3093

[Total No. of Pages : 1

[4888]-23

P.G.D.I.E.M. (Semester - II)

**204: EXPORT MANAGEMENT & IMPORT MANAGEMENT  
(2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks i.e. 14 each.*

**Q1)** Explain following International commercial terms :

- a) FAS
- b) CIF

**Q2)** Explicate provisions and restrictions for import in India.

**Q3)** Elaborate role of International standards of Quality system in Export & Import.

**Q4)** Explain relevance of letter of credit with the import procedure.

**Q5)** Explain which exchange control formalities considered during import.

**Q6)** As an entrepreneur; how will you design Export marketing Mix?

**Q7)** Explain in detail Export documentation.

**Q8)** Write short notes on any two :

- a) Import pricing.
- b) Supplier selection.
- c) Customer valuation rule.
- d) Exchange control formalities.

