

Total No. of Questions : 5]

SEAT No. :

P3387

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[5088] - 101

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

101 : INDIAN ECONOMY & TRADE DEPENDENCIES

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer all questions.*
- 2) *Figures to the right side indicate full marks.*

Q1) Explain in detail new Industrial Policy 1991.

[10]

OR

How privatization & disinvestment has affected the progress of Human development in India. Comment with examples.

[10]

Q2) What are the strategies for poverty alleviation in India?

[10]

OR

Critically explain the role of foreign aid in Indian business.

[10]

Q3) Discuss the trend in Industrial growth under 10th & 11th Five Year Plan.

[10]

OR

Discuss the impact of outsourcing on I.T. industries in India.

[10]

P.T.O.

Q4) What are the reasons for satisfactory balance of payments situation in post reform period. **[10]**

OR

What are the arguments in favour of foreign capital also explain Indian Governments policy towards foreign capital? **[10]**

Q5) What is globalization? Briefly explain the strategies of globalization. **[10]**

OR

Write short notes on: **[10]**

- a) India's foreign exchange reserve.
- b) WTO and India.



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[5088] - 102

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

102 : EXPORT & IMPORT PROCEDURES

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Your answers should be specific and to the point.*
- 5) *Support your answers with suitable live examples.*

Q1) a) “Exporter is a person, who exports or intends to export and holds an importer-exporter code number, unless otherwise specifically exempted”. Discuss the categories of exporters. [10]

OR

b) What are required registrations with different authorities for intending importers/exporters before commencing business? [10]

Q2) a) Discuss “Duty Drawback Scheme”. [10]

OR

b) Explain “Letter of Credit” and various conditions in it. [10]

Q3) a) Write a note on Import Management. [10]

OR

b) Explain in detail purchase contract. [10]

P.T.O.

Q4) a) Write a note on Import policy & ITC HS. **[10]**

OR

b) Explain in detail role of a Freight Forward Agents. **[10]**

Q5) a) Explain Air Shipments procedure in detail. **[10]**

OR

b) Explain Sea Shipments procedure in detail. **[10]**



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SEAT No. :

P3389

[Total No. of Pages : 2

[5088] - 103

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

INTERNATIONAL MARKETING

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

Q1) Define International Marketing and state the challenges and opportunities in International Marketing. **[10]**

OR

Illustrate global marketing through EPRG framework, give suitable examples. **[10]**

Q2) What is meant by “Cultural dimensions” according to Hofstede, explain with suitable examples. **[10]**

OR

Write short notes on any two: **[10]**

- a) Economic Environment.
- b) Political Environment.
- c) Legal and statutory framework.
- d) Socio-cultural environment.

P.T.O.

Q3) Explain in detail “Decision support system” in International Marketing. [10]

OR

What is “International Retailing” explain various retail formats in International Global Market. [10]

Q4) What is International pricing strategy? State Internal & External challenges related to pricing. [10]

OR

Write short notes on any two: [10]

- a) Global branding.
- b) International product mix.
- c) New product development.
- d) Domestic Vs Export packing.

Q5) Explain sales promotion in International Marketing. Also explain consumer Sales promotion & International Trade promotion. [10]

OR

Write short notes on “Any Two”. [10]

- a) International promotional mix.
- b) Advertisement.
- c) Personal selling in International Market.
- d) International communication process.



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[5088] - 104

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

(104) GLOBAL LOGISTICS & SUPPLY CHAINS

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

All questions are compulsory with internal choices within the questions.

Q1) Explain the 7 R's and 5 P's of Logistics.

[10]

OR

Brief about 5 International Commercial terms.

Q2) State the provision regarding freight in Railway Act 1989. What are the advantages and disadvantages of transportation of Goods by railway? **[10]**

OR

Brief about 5 types of ships and their characteristics.

Q3) Explain the formalities in shipping of Goods.

[10]

OR

Explain the function and role of following brokers in shipping.

- a) Custom Broker.
- b) Freight Forwarders and consolidator.

P.T.O.

Q4) Name the Major Ports and Sea Routes in India. How are ports helpful to our economy. **[10]**

OR

Name some Major ports of the world. How is government reforming the policy of ports in India.

Q5) Why is containerization gaining importance in today's supply chain? What are the Functions of Inland Container Depot. **[10]**

OR

What are the benefits of containerization? Give the classification of Containerization.



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[5088] - 201

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

201 : INTERNATIONAL BUSINESS ENVIRONMENT

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss the framework for analysing international business environment.

OR

b) Elaborate on the major trends and developments in world trade.

Q2) a) Discuss the pattern and structure of foreign investments.

OR

b) Discuss the impact of movements in foreign exchange on trade and investment flows.

Q3) a) Discuss the role and importance of IMF and WTO.

OR

b) Explain:

- i) Agreement on Textiles and clothing (ATC).
- ii) GSTP.

P.T.O.

Q4) a) Discuss pricing and regulations in international business.

OR

b) 'The issue of technology transfer is important for international business' - Explain.

Q5) a) Explain the concept of counter trade. Bring out the relationship between IT and international business.

OR

b) Explain : Regionalism Vs Multilateralism.



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[5088] - 202

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

202 : INTERNATIONAL FINANCIAL MANAGEMENT

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *There are five questions each of 10 marks.*
- 2) *All questions are compulsory with internal choice.*

Q1) Describe International Finance. Explain its nature and scope. **[10]**

OR

Explain the role of World Bank in International Finance.

Q2) Write a detailed note on Theories of Exchange Rate and explain Exchange Trading. **[10]**

OR

Explain the management of foreign currency exposure.

Q3) Write in detail International Accounting Standards of foreign transactions. **[10]**

OR

How do international capital investment decisions differ from domestic capital investment decisions?

P.T.O.

Q4) Explain the Indian perspective of foreign trade policy and rupee convertibility with respect to International Finance. **[10]**

OR

Explain International perspective of federal bank, European Central Bank, ICC Guidelines.

Q5) What are the long term sources of Finance available for Indian companies in international markets? **[10]**

OR

What do you mean by buyer's credit and Suppliers' credit in Export Import Financing Mechanism? Explain with illustrations.



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[5088] - 203

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

203 : INTERNATIONAL MARKETING RESEARCH

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) a) Discuss in details complexities and issues in International Marketing Research. **[10]**

OR

b) Explain Nature and Scope of Marketing Research in International Market. **[10]**

Q2) a) “Primary data collection in International Marketing Research is more difficult than domestic Marketing Research” do you agree with this statement. Explain in brief different methods of Primary data collection in International Marketing Research. **[10]**

OR

b) What are the sources of secondary data in International Market? **[10]**

Q3) a) What do you mean by emit and etic dilemma? Explain with example. **[10]**

OR

b) Distinguish between probability sampling and non-probability sampling. **[10]**

P.T.O.

Q4) a) Explain descriptive statistics and inferential statistics in univariate analysis. **[10]**

OR

b) What are the challenges faced by Researcher in multi country data analysis in International Marketing Research? **[10]**

Q5) a) Explain in details any one attitude scaling technique in International Marketing Research. **[10]**

OR

b) What are the different ethics which should be followed by Researcher in International Marketing Research? **[10]**



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P3394

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[5088] - 204

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

**204 : WTO & INTELLECTUAL PROPERTY RIGHTS
(2013 Pattern)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Describe major milestones of GATT with reforms of the nineties.

OR

Describe formation of GATT with its objectives, relevance & weakness.

Q2) Explain different committees & decision making process of WTO.

OR

Write in detail trade related investment measures.

Q3) Write a short note on (Any Two):

- a) Protectionism.
- b) Uruguay Round Agreement Act 1994.
- c) Anti Dumping.
- d) Madrid Agreement.

P.T.O.

Q4) Describe TRIPS component of IPRs copyright & related rights.

OR

Explain agreement related to undisclosed information protection of trade secrets in India.

Q5) Explain evolution & development of IPRs at international & national level, International regime of IPR related to patents.

OR

Explain in detail national regime of IPRs.

