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[5282]-11

PGDIEM (I Sem.) EXAMINATION, 2017

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 whenever necessary.

1. Explain features of Micro Economics and Macro Economics with examples.
2. Explain law of demand and its assumption and discussed where law of demand will not applicable.
3. Explain the law of variable proportions with suitable diagrams and examples.
4. What is cost and what are the determinants of price ?
5. Define investment and explain advantages and disadvantages of long-term investment and short-term investment.

P.T.O.

6. Explain role of RBI in detail.
7. Write short notes on (any *two*) :
- (a) Managerial decision tools
 - (b) Game theory
 - (c) Demand forecasting techniques
 - (d) Dumping.

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[5282]-12

P.G.D.I.E.M. (First Semester) EXAMINATION, 2017

102 : EXIM POLICY, EXPORT PROCEDURE AND

DOCUMENTATION

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain EPCG Licensing Procedure. Discuss its significance and complianly in WTO framework.
2. Write a detailed note an advance Authorisation scheme.
3. Discuss pre-shipment and post-shipment documents.
4. What do you mean by Export Oriented Unit ? Explain EHTP, STP and BTP.
5. What is FIEO and ITPO ? Explain their role in International Trade.

P.T.O.

6. Write short notes on (any *two*) :

(a) Certificate of origin

(b) F.O.B contract

(c) I.E.C Registration

(d) Marine Insurance.

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[5282]-13

P.G.D.I.E.M. (First Semester) EXAMINATION, 2017

103 : MARKETING 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. Define marketing management with scope and core concept.
2. Define Marketing-mix. Explain various elements of marketing-mix in detail.
3. Explain in detail the Decision-making Process of Buyer.
4. Define Sales Forecasting. Explain various techniques to forecast sales.
5. Explain various strategies of 'pricing' a product.
6. Explain with rationale which distribution channel you will use for Newspaper.

P.T.O.

7. Sumedha Industries Ltd. is engaged in the production of a range of fruit juices. Because of stiff competition in the market, it is facing lot of problems. Design a suitable promotion mix for its revival.
8. Write short notes on (any *two*) :
- (a) E-commerce
 - (b) Cross-cultural issues in International marketing
 - (c) Branding
 - (d) Packaging.

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PGDIEM (II Sem.) EXAMINATION, 2017

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. What is International Trade ? Explain its features. What its difference from Interregional Trade ?
2. What is Balance of Payment ? What its difference from Balance of Trade ? Explain Balance of Payments disequilibrium.
3. Write short notes on (any *two*) :
 - (i) Terms of Trade and Free Trade
 - (ii) Foreign Exchange and Foreign Capital
 - (iii) Tariff and Quotas
 - (iv) UNCTAD (United Nations Conference of Trade and Development).

P.T.O.

4. What is IMF and its importance in World Trade ?
5. Explain in brief about International Bank for Reconstruction and development.
6. Elaborate scope and significance of International Economics.
7. Write salient features of World Trade Organisation and its role in Present Context.

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P.G.D.I.E.M. (Second Semester) EXAMINATION, 2017

203 : INTERNATIONAL MARKET AND RESEARCH

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) Each question carries 14 marks.

(iii) Figures to the right indicate marks for that question/sub-question.

(iv) Your answers should be specific and to the point.

1. Define international marketing research and marketing information system. Write down its application and advantages to marketing management. [14]
2. Write down the steps involved in research process and explain each of them in brief. [14]
3. What is importance of questionnaire in data collection ? Write down characteristics of good questionnaire. [14]
4. Which are different techniques involved in multivariate data analysis? Explain any *two* of them in multicounty data analysis. [14]

P.T.O.

- 5.** Discuss ethical issues involved in international market research with suitable examples. [14]
- 6.** Which are different probability sampling methods ? Explain simple random sampling method in detail. [14]
- 7.** Write short notes on (any *two*) : [14]
- (a) Rating and ranking scale
 - (b) Univariate analysis
 - (c) Secondary data collection methods
 - (d) Characteristics of good report.

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P.G.D.I.E.M. (Second Semester) EXAMINATION, 2017

**204 : EXPORT MANAGEMENT AND IMPORT MANAGEMENT
(2008 PATTERN)**

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain Export and Import documentation procedure.
2. Explain the provisions regarding export of the following products :
 - (a) Floricultural products
 - (b) Fruits and vegetable products.
3. Explain the Air and Sea shipment procedure with suitable examples.
4. Write detailed note of "Quality systems—ISO 9000 series, also explain importance of ISO—9000 certification in export and import management.
5. Explain the following international terms :
 - (a) Need
 - (b) Groups
 - (c) Ex-works.

P.T.O.

6. Write down provisions and restrictions for import and export in India.
7. Write short notes on any *two* :
- (a) Export Marketing mix
 - (b) Overseas agent
 - (c) Prospective buyer
 - (d) Letter of credit
 - (e) Cargo claim.