

Seat No.	
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Total No. of Questions : 5]

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P. G. D. I. B. Examination - 2012

PAPER - I

INTERNATIONAL MARKETING MANAGEMENT

(Old and 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 100

Instructions :

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

Q.1) Define 'International Marketing'. Explain factors to be considered in International Marketing Decisions.

OR

Q.1) What are the sources and methods of collecting Marketing Information for exploring International Market Opportunities ?

Q.2) Define Packaging. Explain factors for Package Design in International Markets.

OR

Q.2) What are the Overseas Distribution Channels ? Explain factors influencing Selection of Overseas Distribution Channels.

Q.3) What is Direct Exporting ? Explain its process and techniques.

OR

Q.3) Explain organisation and control of 'International Tendering' Operations.

Q.4) (A) Explain General Structure of Shipping Industry.

(B) Differentiate between Domestic and International Logistics.

OR

Q.4) Explain nature of 'Frauds' and 'Disputes' that take place in International Marine Transactions and Commercial Shipping. Suggest measures to prevent them.

Q.5) Write short notes : **(Any Four)**

(a) Factors Influencing Logistics Planning

(b) Significance of Air Transport

(c) Branding Strategies

(d) Types of Advertising

(e) Cultural Diversity

(f) Export Information System

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Total No. of Questions : 5]

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P. G. D. I. B. Examination - 2012

PAPER - II

EXPORT - IMPORT PROCEDURES AND DOCUMENTATION

(Old and 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 100

Instruction :

All questions carry equal marks.

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- Q.1)** What is the need of Marine Insurance ? Discuss in details how Marine Insurance is useful in Import and Export Business ?
- Q.2)** What are the statutory requirements of Imports ? What are the types of Importers ? Explain in details Actual User Importer.
- Q.3)** Discuss in details Procedure of Clearance of Imported Goods, considering Clearance, Customs, till the goods reach Importer's Godown.
- Q.4)** What is the need of Import Finance ? Discuss in details Methods of Import Finance ? How to avail Import Finance ?
- Q.5)** Write short notes :
- (a) Export Promotion Capital Goods Scheme
 - (b) Purchase Contract
 - (c) Forward Exchange Cover
 - (d) Foreign Trade Budgeting
 - (e) Export by Post Parcel and By Air

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

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P. G. D. I. B. Examination - 2012

PAPER - III

ECONOMIC SYSTEMS AND FOREIGN TRADE IN INDIA

(Old and 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 100

Instructions :

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

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- Q.1)** Explain in detail the Foreign Trade Policy of India for the period 2009-2014.
 - Q.2)** Discuss role of W.T.O. in International Economic Integration and examine drawbacks in the functioning of W.T.O.
 - Q.3)** Compare Composition in India's Exports and Imports in the Pre and Post-liberalisation Period.
 - Q.4)** Explain Emerging Trends in International Migration and discuss its impact on the Global Economy.
 - Q.5)** "Terms of Trade are unfavourable for developing countries." Justify your answer.
 - Q.6)** Elaborate on the progress and problems of SAARC.

Q.7) Write short notes : (Any Four)

- (a) A.P.E.C.
 - (b) Bilateral Trade
 - (c) Exchange Rate Policy of India
 - (d) Technology and International Trade
 - (e) Exchange Control
 - (f) European Union
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P. G. D. I. B. Examination - 2012

PAPER - IV

COMMERCIAL LAWS AND OVERSEAS MARKETING RESEARCH

(Old and 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 100

Instructions :

- (1) From Section - I attempt **any two** questions.
- (2) From Section - II Q. No. 1 is compulsory. Attempt **any three** from the remaining.
- (3) Figures to the right indicate full marks.
- (4) Section - I and Section - II are to be answered in **two separate answersheets**.

SECTION - I

(COMMERCIAL LAWS)

- Q.1)** (A) “An Agreement Enforceable by Law is a Contract.” Discuss this definition and state essentials of a Valid Contract. [10]
- (B) Explain in detail Concepts of ‘Conditions’ and ‘Warranties’ under the Sale of Goods Act. [10]
- Q.2)** (A) Explain importance of Foreign Trade and state in brief the provisions of Foreign Trade Act. [10]
- (B) What is Arbitration ? Explain how Arbitration is a superior method for setting International Commercial Disputes ? [10]

Q.3) Write short notes : (Any Four) [20]

- (a) Intellectual Property Rights
- (b) Foreign Investments
- (c) Nature and Types of Customs Duties
- (d) Prohibited Goods (Customs Act)
- (e) Service Contracts
- (f) Laws Relating to Product Liability

**SECTION - II
(OVERSEAS MARKETING RESEARCH)**

Q.1) Case Study : [15]

CNN Pumps Ltd. is a fifty year old company manufacturing and marketing pumps of different capacities for various applications including agriculture, industry etc. The company had started its operation in the year 1995 with Agricultural Pump Sets. It is considered as pioneer in the pump manufacturing industry.

The domestic market is crowded and saturated. The company management has strong feeling that there exists tremendous scope in overseas markets. As a Marketing Manager, you are asked to do appropriate Overseas Market Research and present the same to Company Management.

Q.2) What is Marketing Research ? Explain various Areas of Marketing Research. [15]

Q.3) Describe various Methods of Primary Data Collection. [15]

Q.4) What is Information ? Explain sources of Information for Overseas Marketing Research. [15]

Q.5) Write short notes : (Any Three)

[15]

- (a) Editing
 - (b) Identification of Product for Export
 - (c) Government Schemes for Supporting Overseas Research
 - (d) Secondary Data
 - (e) Research Process
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