



[3794] – 101

**P.G. Diploma in International Business (P.G.D.I.B) Examination, 2010**  
**101 : INTERNATIONAL MARKETING AND MANAGEMENT**  
**(2008 Pattern)**

Time : 3 Hours

Max. Marks : 100

*Instructions : a) All questions are compulsory.*  
*b) All questions carry equal marks.*

1. What are the sources and methods of collecting marketing information for exploring International Market ?

OR

Discuss the nature, benefits and challenges of International Marketing.

2. Explain in detail International 'Product' and 'Pricing' decisions.

OR

Discuss the various channels of 'International Distribution' and criteria for channel selection.

3. Discuss in detail the 'Export Information System'.

OR

Explain in detail the 'International Tendering Procedure' and 'Export Information System'.

4. What do you mean by 'Maritime Fraud' ? State the various factors that lead to commitment of maritime frauds.

OR

Discuss the main clauses of 'Voyage Charter Party' and 'Time Charter Party'.

5. Write short notes on **any four** :

- a) Subcontracting
- b) Transfer Price
- c) Cultural Diversity
- d) Joint Venture
- e) International Air Transport
- f) Licensing.



[3794] – 102

**P.G.D. in International Business Examination, 2010**  
**102 : EXPORT-IMPORT PROCEDURES AND DOCUMENTATION**  
**(2008 Pattern)**

Time: 3 Hours

Max. Marks: 100

1. A) What are the basic requirements for doing Import/Export Trade ?  
B) Explain in detail standardized Export Documents. **20**
2. Why an Exporter needs Export Finance ? Please explain in detail the types of Export Finance and means to avail the same. **15**
3. A) Why an Importer needs Finance ? and What are the methods to avail the Import Finance ?  
B) Explain the role of clearing and forwarding agents. **15**
4. A) Explain in detail role played by Export Credit and Guarantee Corporation of India Ltd.  
B) What is the role of Marine Insurance in import and export trade ? **20**
5. Write short notes : **30**
  - 1) Quality control and pre-shipment Inspection
  - 2) Role of clearing and forwarding agents
  - 3) Export House
  - 4) Duty Drawback Scheme
  - 5) Forward Exchange Cover
  - 6) GSP certificate.



[3794] – 103

**Post Graduate Diploma in International Business Examination, 2010**  
**103 : ECONOMICS SYSTEMS AND FOREIGN TRADE IN INDIA**  
**(2008 Pattern)**

Time : 3 Hours

Max. Marks : 100

*Note : a) Read **all** instructions carefully.*  
*b) Marks and options are indicated **against** questions.*

1. Explain the concept of Balance of Payments. Briefly examine the factors affecting the balance of payment equilibrium.

OR

1. What is Commercial Policy of a Country ? Briefly explain the components of commercial policy. **20**
2. Briefly explain the efforts, progress and problems of SAARC.

OR

2. Discuss the role of WTO in international economic integration and examine the drawbacks in the functioning of WTO. **20**
3. Discuss the various types of International migration and the effects of international migration.

OR

3. Discuss the various factors affecting International capital flows and the limitations and dangers of international capital flows. **20**

P.T.O.



4. Give a critical account of the current Exim Policy of India along with its achievements and failures.

OR

4. Evaluate India's export promotion measures. **20**
5. Write short notes (**any four**) : **(5 each)**
- a) SEZ (Special Economic Zones)
  - b) Import substitution measures in India
  - c) EU
  - d) ASEAN
  - e) Terms of trade and factors affecting terms of trade
  - f) Relationship between economic development and foreign trade.



[3794] – 11

**P.G.D. in International Business Examination, 2010**  
**P-I : INTERNATIONAL MARKETING AND MANAGEMENT**  
**(2005 Pattern) (Old)**

Time : 3 Hours

Max. Marks : 100

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

1. What is marketing opportunities ? Discuss the various methods of analysing international marketing opportunities. **20**  
OR  
What is “Price Mix” ? Explain the various methods of pricing.
2. What is Overseas Market ? Explain the modes of entering overseas market. **20**  
OR  
Discuss the International Marketing Process and techniques.
3. Explain the role of “International Trade Centre” in promotion of International marketing. **20**  
OR  
What is International Tender ? Explain the procedure of International tendering.
4. Explain the distribution mix in the international marketing system. **20**  
OR  
Explain the different modes of International Transportation. What are their advantages ?
5. Write short notes on (**any four**) : **20**
  - a) Special Economic Zones (S.E.Z.)
  - b) Market Research
  - c) E-Marketing
  - d) Sub contracting in International Business
  - e) L.P.G.
  - f) GLOCAL Marketing.



[3794] – 104

**P.G.D.I.B. Examination, 2010**  
**104 : COMMERCIAL LAWS AND OVERSEAS MARKETING**  
**RESEARCH (2008 Pattern)**

Time : 3 Hours

Max. Marks : 100

- Instructions :*
- 1) From Section I attempt **any two** questions.
  - 2) From Section II, question 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 on **two** separate answer-sheets.

SECTION – I  
(Commercial Laws)

1. A) Explain the obligations of the buyer and the seller under FOB and CIF contract. 10
- B) Why is the arbitration a superior method for setting international disputes ? 10
2. A) What test would you apply to ascertain whether an agreement is a contract ? 10
- B) What are the rights of unpaid seller against the goods and buyer personally under the Sale of Goods Act, 1930 ? 10
3. Write short notes (**any four**) : 20
  - a) Laws relating to Product Liability
  - b) Credit Contracts
  - c) Inventions which are not patentable
  - d) Conditions and warranties
  - e) Settlement of International Trade Disputes.

P.T.O.



SECTION – II  
(Overseas Marketing Research)

1. A wireless phone company 'Aircel' want to know usage behavior regarding wireless phones in India. As a marketing research manager, you are requested to prepare an appropriate questionnaire for this task. 15
2. What do you mean by marketing research ? Explain various steps involved in the research process. 15
3. What is report writing ? Discuss various important points to be included while writing report. 15
4. Discuss in detail various criteria for selection of product for export. 15
5. Write short notes on **(any three)** : 15
  - 1) Types of data.
  - 2) Advertising research.
  - 3) Sources of information for overseas marketing research.
  - 4) Probability sampling.
  - 5) Govt. Schemes for supporting overseas researches.