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P.G.D. I.E. M. (Semester – I) Examination, 2012

101 : MANAGERIAL ECONOMICS

(2008 Pattern)

Time : Three Hours

Total Marks : 70

- Note :**
- (i) Attempt *any five* questions.
 - (ii) All questions carry *equal* marks.
 - (iii) Draw suitable diagrams wherever necessary.
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Q.1. Define 'Managerial Economics'. Which economic concepts are useful to the managers in deciding price and supply?

Q.2. Why does demand curve slope downward? Name the commodities having direct relationship between price and demand.

Q.3. What is production function? Explain any law related with it.

Q.4. Compare short run and long run equilibrium of a monopoly firm by stating the conditions.

Q.5. Define 'Investment'. What are the considerations behind decisions to invest for long term?

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Q.6. State the features of business cycle and explain any one theory of business cycle.

Q.7. Write short notes on **any two** :

- (a) Two methods of demand forecasting
- (b) Fixed and variable cost
- (c) Product differentiation
- (d) Functions of RBI



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P.G.D.I.E.M. (Semester - I) Examination, 2012
102 : EXIM POLICY AND EXPORT PROCEDURE
AND DOCUMENTATION
(2008 Pattern)

Time : Three Hours

Total Marks : 70

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

Q.1. Briefly discuss about the export documents and its importance.

Q.2. What are the micro and macro level export benefits?

Q.3. Discuss about EXIM policy adopted by India.

Q.4. What are the benefits of the export?

Q.5. Describe various export promotion measures.

Q.6. Write short note on **any two** :

- (a) DEPB scheme
- (b) EGC services
- (c) RCMC

Q.7. (a) Describe about the export procedure.

(b) Write which documents are required for rail and road export?



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P.G.D. I.E.M. (Semester – I) Examination, 2012

103 : MARKETING MANAGEMENT

(2008 Pattern)

Time : Three Hours

Total Marks : 70

Note : (i) Attempt *any five* questions.

(ii) All questions carry *equal* marks i.e. 14 each.

Q.1. Define marketing management with scope and core concept.

Q.2. What do you mean by 'Product Life Cycle'? State its importance in preparing Marketing Mix.

Q.3. What do you understand by Consumer Buying Behavior? Explain stages in Consumer Buying Behavior Process.

Q.4. Define Sales Forecasting. Explain various techniques to forecast Sales.

Q.5. Explain various strategies of 'Pricing' a product.

Q.6. A leading Fast Moving Goods Company undertook a market survey for toilet soaps in rural areas of Maharashtra. The survey studied and researched distribution chain of two major competitors and close rivals in the soap market. The survey findings revealed that even though the soaps were comparable on features and price the competitor's products were showing better sales.

Identify problem and suggest suitable remedies to correct the situation in context with distribution channel management.

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Q.7. Your company is engaged in Manufacturing and Marketing of readymade apparel; how will your company participate in an International Trade Fair proposed to be held in UK London?

Q.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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P.G.D. I.E.M. (Semester – II) Examination, 2012

201 : INTERNATIONAL ECONOMICS

(2008 Pattern)

Time : Three Hours

Total Marks : 70

- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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- Q.1.** Distinguish between internal and international trade. Why do we need a separate theory for international trade?
- Q.2.** Describe the structure and components of Balance of Payments. What is the nature of Balance of Payment of a developed and developing country?
- Q.3.** How does foreign trade affect national economy in the context of factor mobility, employment, and nature of competition?
- Q.4.** Examine critically the role of international monetary fund in maintaining international liquidity.
- Q.5.** What are the aims and objectives of Asian Development Bank? Critically appraise its performance.
- Q.6.** Discuss Cost-Benefit theory and state its relevance in the present international trade scenario.
- Q.7.** Write notes on **any two** :
- (a) Merits and demerits of free trade
 - (b) Optimum currency area
 - (c) WTO and India
 - (d) International Finance Corporation



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P. G. D. I. E. M. (Semester - II) Examination, 2012

203 : INTERNATIONAL MARKET RESEARCH

(2008 Pattern)

Time : Three Hours

Total Marks : 70

- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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- Q. 1.** “Due to the complexities of conducting and managing market research projects across national boundaries, many factors exist that, if not adequately addressed, can negatively impact business management.”
Elucidate the factors.
- Q. 2.** Describe the international market research framework with the help of suitable examples.
- Q. 3.** “ The Sampling is a process of obtaining information from a subset (sample) of a larger group (population). Explain the sampling design process.
- Q. 4.** “No survey can achieve success without a well-designed questionnaire.”
Elucidate.
- Q. 5.** “Data Analysis is a method of putting together facts and figures to solve research problem.” Comment.
- Q. 6.** What is international market opportunity analysis? Emphasize on need and significance of analysis.
- Q. 7.** Write short notes **any two** :
- (a) Sampling errors
 - (b) Scaling Techniques
 - (c) Attitude Measurement
 - (d) Advertising and sales research



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P.G.D.I.E.M. (Semester - II) Examination, 2012
204 : EXPORT MANAGEMENT AND IMPORT
MANAGEMENT
(2008 Pattern)

Time : Three Hours

Total Marks : 70

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

- Q.1.** Explain following International commercial terms : [14]
(a) FOB (7)
(b) FAS (7)
- Q.2.** Explicate in detail provisions and restrictions for import and export in India. [14]
- Q.3.** Explain provisions regarding export of software and floricultural products. [14]
- Q.4.** Explain Air and Sea Shipments procedure in details. [14]
- Q.5.** Explain role of EXIM Bank in Export and Import promotion. [14]
- Q.6.** Elaborate role of International standards of quality system in Export and Import. [14]

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Q.7. As an entrepreneur; how will you start export business? **[14]**

Q.8. Write short notes on **any two** : **[14]**

- (a) SEZ
- (b) Export marketing mix
- (c) Exchange control formalities
- (d) Selection of overseas agent

