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**P.G.D.F.T. (Semester – I) Examination, 2011**  
**Paper – IV : ECONOMICS**  
**Marketing Principles and Management**  
**(2008 Pattern) (New Course)**

Time : 3 Hours

Max. Marks : 60

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

1. What do you mean by “Marketing Environment” ? Discuss five factors of Marketing Environmental Analysis.

OR

Define Marketing Research. Explain different steps and techniques in Marketing Research Process.

2. Why organization need a Marketing Information System ? Explain requisites of good MIS.

OR

Define “Service”. Explain various characteristics of service with examples.

3. Explain the concept of Consumer Markets. State various types of buying behaviour.

OR

Discuss the importance of product planning and development in marketing.

4. Write short notes (**any three**) :

- a) Multi-level segmentation
- b) Brand
- c) Product Life Cycle
- d) Concentrated Marketing
- e) De-positioning of Product.



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**P.G.D.F.T. (Semester – II) Examination, 2011**  
**ECONOMICS (Paper – VIII)**  
**International Financial Management**  
**(2008 Pattern) (New Course)**

Time : 3 Hours

Max. Marks : 60

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

1. Explain the importance of International Financial system with reference to Gold standard. 15

OR

What is Foreign Exchange Market ? Explain in detail about Spot Exchange Market.

2. Explain how to manage Foreign Exchange risk and exposure. Briefly explain economic and transaction exposure. 15

OR

What is hedging ? Explain hedging via forward, future.

3. Explain in detail the selection and analysis of Portfolio. 15

OR

Discuss binomial pricing and Black-Scholes formula.

4. Write short notes (**any three**) : 15

- a) Euro bonds
- b) Complexities in evaluating foreign project
- c) Forward exchange premium and discount
- d) Parallel loan and credit swap
- e) Merits and demerits of fixed exchange rate.



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**P.G.D.F.T. (Semester – II) Examination, 2011**  
**ECONOMICS (Paper – XI)**  
**Commercial Geography**  
**(2008 Pattern) (New Course)**

Time : 3 Hours

Max. Marks : 60

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

1. What do you mean by resources ? Explain major types of power resources. **15**

OR

1. Discuss the major factors affecting location of Iron and Steel industries.

2. State the major modes of transportation. Describe the role of transportation in economic development. **15**

OR

2. Explain direct and indirect uses of forest resources.

3. Write a short note (**any 3**) : **15**

a) Green Revolution

b) Aquaculture

c) Possibilism

d) Marine resources of India

e) Types of commercial activities.

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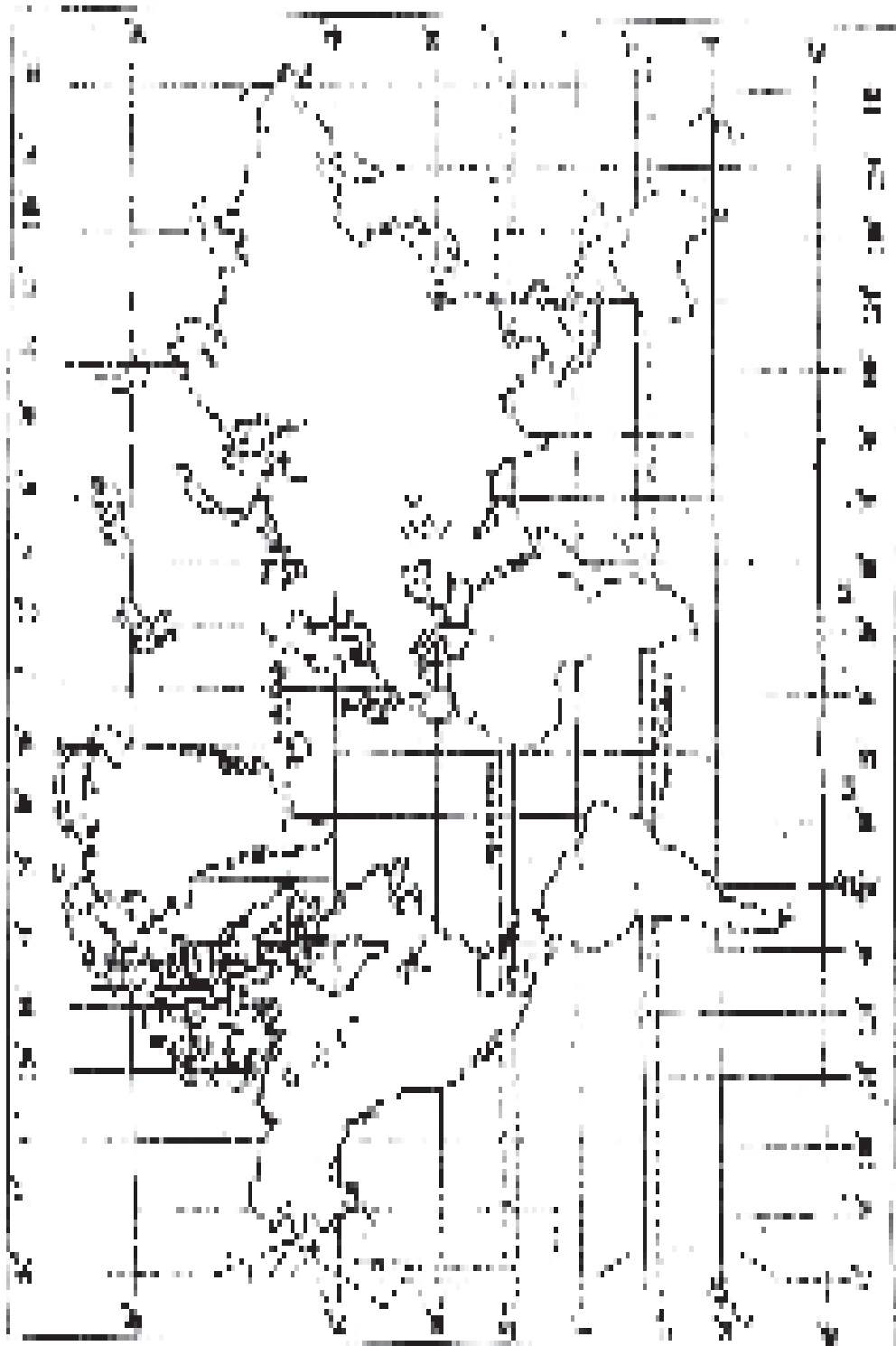
4. Explain in detail “Weber’s theory of industrial location”.

15

OR

4. Mark the name of the following in the outline map of the world given to you and prepare a suitable index.

- a) Major international port
- b) Panama Canal
- c) Arabian sea
- d) Great Lakes
- e) Western Ghats of India.



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**P.G.D.F.T. (Semester – I) Examination, 2011**  
**ECONOMICS**  
**(Paper – I) (New Course)**  
**Managerial Economics**  
**(2008 Pattern)**

Time: 3 Hours

Max. Marks: 60

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

1. Explain in detail the nature and scope of Managerial Economics. How Micro Economics differs from Managerial Economics ?

OR

What is Elasticity of Demand ? Explain Price, Cross and Income elasticity of demand used in managerial decision making.

2. Diagrammatically explain how the Price and Output is determined in short and long run in Monopolistic competition.

OR

What do you mean by economies of scale ? Explain internal and external economies and diseconomies of scale.

3. What is Capital Budgeting ? Explain the steps involved in Capital Budgeting process.

OR

What is cost of capital ? Explain its structure and role in international competitiveness.

4. Write short notes (**any three**) :
  - a) Game theory
  - b) Demand forecasting
  - c) Features of perfect competition
  - d) Selling cost
  - e) Linear programming.



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**P.G.D.F.T. (Semester – I) Examination, 2011**  
**ECONOMICS (Peper – II)**  
**International Economics and Foreign Exchange Management**  
**(New Course) (2008 Pattern)**

Time : 3 Hours

Max. Marks : 60

*Instructions : a) Attempt **all** questions*

*b) **All** questions carry **equal** marks.*

1. Critically examine the Ricardian theory of International trade.

OR

1. What is Non-resident account ? Discuss its significance for the economy and bank.

2. Critically evaluate the foreign exchange management of India from 1991.

OR

2. Discuss the impact of customs union and regional grouping on world trade.

3. Explain the documents involved in International trade. Elaborate on the transport documents.

OR

3. Explain in detail the flexible exchange rate mechanism.

4. Write short notes (**any three**) :

a) Opportunity Cost.

b) Optimum Currency Areas.

c) GATs.

d) Spot rate.

e) Objectives of exchange control.

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**P.G.D.F.T. (Semester – I) Examination, 2011**  
**ECONOMICS (Paper – III) (New Course) (2008 Pattern)**  
**International Logistics**

Time: 3 Hours

Max. Marks : 60

**Instructions :** 1) Attempt *all* questions.

2) *All* questions carry *equal* marks.

1. Explain in detail 'International Commercial Documents' and importance of same. **15**

OR

Discuss on different transport documents used in 'International Logistics' like 'Bill of Lading', "Airway Bill" etc.

2. Give detailed information on "INCO TERMS". **15**

OR

Write briefly on different types of 'containers' used in 'International Logistics'.

3. Explain different types of 'Cargo' used in 'International Trade'. Elaborate importance of 'Packing' in 'International Logistics'. **15**

OR

Explain in detail role of C.H.A. in 'International Trade'.

4. Write short notes (**any three**) : **15**

- a) NVOCC
  - b) Surcharges on 'International Freight Charges'.
  - c) Liner and Tramp Services.
  - d) Palletisation
  - e) Consular Invoice.
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**P.G.D.F.T. (Semester – I) Examination, 2011**  
**ECONOMICS (Paper – V) (New Course)**  
**Quantitative Methods**  
**(2008 Pattern)**

Time : 3 Hours

Max. Marks : 60

**Instructions :** 1) Attempt *all* questions.

2) *All* questions carry **equal** marks.

1. a) “Statistics are not mainly the records of the past but they are useful in the planning of future. Discuss the statement and explain the role of statistics in economic planning. 7

- b) Following data is related to Industrial and Agricultural production of some years. Represent them in Multiple Bar Diagram. 8

<b>Year :</b>	1970	1971	1972	1973	1974
<b>Industrial Production (Lacs) :</b>	8	10	13	18	20
<b>Agricultural Production (Lacs) :</b>	5	8	10	14	15

OR

- a) Find the mode from the following : 7

<b>Marks :</b>	0-20	20-40	40-60	60-80	80-100	100-120	120-140
<b>Frequency :</b>	8	6	18	12	12	17	7

- b) Draw Pie diagram from the following : 8

<b>Item :</b>	Labour	Bricks	Cement	Steel	Wood	Supervision
<b>Expenditure :</b>	25	15	20	15	10	15

P.T.O.



2. a) Find standard deviation, its co-efficient and co-efficient of variation : 7

**C - I :**            **0-8    8-16    16-24    24-32    32-40    40-44**

**Frequency :**    15        17        28        21        14        5

- b) What are sampling methods ? Explain the probability and non-probability sampling : 8

OR

- a) Find co-efficient of correlation : 7

**X :**    23    27    28    29    30    31    33    35    36    39

**Y :**    18    22    23    24    25    25    28    29    30    32

- b) Construct two regression equations from the following : 8

**A :**    15    18    25    35    40    32    35    42    50    6

**B :**    12    20    40    30    45    46    30    48    15    2

3. a) Explain meaning and properties of probability. 7

- b) Define with examples. 8

i) Event

ii) Sample Space

iii) Union of two events

OR

- a) Explain properties of t-distribution. 7



b) IQ test was administered to 5 persons : **8**

<b>Candidates :</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
<b>IQ before training :</b>	110	120	123	132	125
<b>IQ after Training :</b>	120	118	125	136	121

Test whether there is any change in IQ after training programme.

[ $t = 0.01$  (4) = 4.6]

4. Write short notes (**any three**) : **15**

- a) Type I and Type II error.
- b) Null hypothesis and Alternative hypothesis.
- c) Sampling errors.
- d) Large Sample Test.
- e) Properties of normal distribution.



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**P.G.D.F.T. (Semester – II) Examination, 2011**  
**(Paper – VII) ECONOMICS**  
**International Marketing**  
**(2008 Pattern) (New Course)**

Time : 3 Hours

Max. Marks : 60

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

1. Explain the term 'Globalization'. Discuss the impact of Globalization on developing countries. 15

OR

Discuss various factors affecting International Marketing.

2. Define 'Distribution Channel'. Choice of distribution channel vary in different markets. - Discuss. 15

OR

Explain importance of 'Marketing Strategy' in International Trade. Also state various entry methods.

3. Discuss various distribution channels used in International Marketing. 15

OR

Discuss various benefits associated with International Marketing.

4. Write short notes (**any three**) : 15

- a) Trade Marks.
- b) Political influence on International Marketing.
- c) Export management companies.
- d) Product positioning.
- e) Export pricing.



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**P.G.D.F.T. (Semester – II) Examination, 2011**  
**Paper – IX : ECONOMICS**  
**Export and Import Procedures**  
**(2008 Pattern) (New Course)**

Time: 3 Hours

Max. Marks: 60

**Instructions :** 1) Attempt *all* questions.

2) *All* questions carry *equal* marks.

1. Explain complete documentation and procedures for customs clearance at Sea Port for imports. **15**

OR

Write detailed note on benefits applicable to Indian exporter as per foreign trade policy.

2. Explain. Export Promotion Capital Goods Scheme'. **15**

OR

Explain 'Advance Authorisation Scheme'.

3. Write in detail 'INCO Terms 2000'. **15**

OR

Discuss briefly on Terms of Payment in International Trade including brief note on 'Letter of Credit'.

4. Write short notes (**any three**) : **15**

- a) Types of Bill of Lading.
- b) ITC HS and Import Policy.
- c) Role of C.H.A.
- d) Duty Entitlement Pass Book Scheme.
- e) Types of customs duties.



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**P.G.D.F.T. (Semester – II) Examination, 2011**  
**ECONOMICS (Paper – X)**  
**Indian Economy and Trade Dependencies**  
**(2008 Pattern) (New Course)**

Time : 3 Hours

Max. Marks : 60

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

1. Describe the relative position of India in world trade since independence. **15**

OR

Explain in detail the objectives and features of India's commercial policy.

2. Briefly explain the India's export since 1965 with special reference to commodity composition and geographical direction. **15**

OR

Explain convertibility of Rupee and its impact on foreign trade.

3. Explain various Economic Reforms after 1991. **15**

OR

Explain Foreign Direct Investment in India.

4. Write short notes (**any three**) : **15**

- a) State Trading in India.
- b) Star Trading House.
- c) Import Substitution Policy.
- d) Special Economic Zone.
- e) Export Oriented Unit.