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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4193]-101

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

MANAGERIAL ECONOMICS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Answer **any five** questions.
- (2) All questions carry equal marks.
- (3) Draw suitable diagrams wherever necessary.

Q.1) What is Demand in Economics ? Distinguish between :

- (a) Increase and Extension of Demand
- (b) Decrease and Contraction of Demand

Q.2) Explain why the Planning Curve is 'U' shaped ? Discuss its usefulness in Management Decision-making.

Q.3) "Product Differentiation and Selling Costs are integral parts of Monopolistic Competition." Discuss.

Q.4) Explain objectives of Government Intervention in the Market Economy. How far Public Investments are useful in achieving these objectives ?

Q.5) Describe various Phases of Business Cycle. Explain various Monetary Measures to stabilise Ups and Downs in the Economy.

Q.6) How far Monetary Policy of Reserve Bank of India has been successful in controlling inflation in India during recent years ?

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

- (a) Practical Significance of Management Economics
 - (b) Transfer Pricing
 - (c) Risk Aversion
 - (d) Non-price Competition
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| Seat No. | |
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4193]-102

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

**EXIM POLICY, EXPORT PROCEDURE AND DOCUMENTATION
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Briefly discuss about different Categories of the Export.

Q.2) What are the Documents required for Export and Import ?

Q.3) Discuss about Marine Insurance and its procedure.

Q.4) Differentiate between Merchant and Manufacturing Export.

Q.5) Describe role of the Overseas Agent.

Q.6) Write short notes : **(Any Two)**

- (a) STP
- (b) EHTP
- (c) Bill of Lading

Q.7) (A) Discuss Indian contribution and position in Diamond and Jewellery Export.

(B) Write Export related Documents required for Air and Sea Transportation.

[4193]-102/1

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| Seat No. | |
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4193]-103

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

MARKETING MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

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- Q.1)** A Wine Manufacturing Company located in Baramati in Maharashtra is planning to export to Europe. Suggest Channels of Distribution to the company with justification.
 - Q.2)** Explain Concept of Product Life Cycle (PLC) and its stages. Also explain how Marketing Mix Strategies change in these stages in PLC ?
 - Q.3)** Discuss different methods of Pricing with their merits and limitations.
 - Q.4)** “Cross-cultural issues assume more importance in International Marketing as compared to Domestic Marketing.” Do you agree ? Justify your answer.
 - Q.5)** Explain with examples the distinguishing characteristics of International Advertising and Promotion.
 - Q.6)** Discuss in detail the Buying Decision Process for Consumer Goods. Give examples.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) E-commerce
 - (b) Need and Importance of Sales Forecasting
 - (c) International Exhibitions and Trade Fairs

[4193]-103/1

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4193]-201

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

INTERNATIONAL ECONOMICS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
 - (2) All questions carry equal marks.*
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- Q.1)** What is International Economics ? Explain its scope and significance.
- Q.2)** What are the Special Foreign Trade Problems of less developed Countries ? Explain role of GATT in solving them.
- Q.3)** What are the aims, objectives and performance of Asian Development Bank ?
- Q.4)** What is the difference between Balance of Payments and Balance of Trade ? Discuss Balance of Payments Disequilibrium.
- Q.5)** What is I.M.F. ? Explain its role in World Trade.
- Q.6)** What is European Union ? What are its functions in present era ?
- Q.7)** Write short notes : **(Any Two)**
 - (a) System of Barter Trade
 - (b) Internal Trade and International Trade
 - (c) Product Diversification
 - (d) Tariff and Import Quotas

[4193]-201/1

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4193]-202

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

INTERNATIONAL MARKET RESEARCH

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

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- Q.1)** Enumerate difference between International Marketing Research and Marketing Information System. How can it benefit Marketing Management ? [14]
- Q.2)** Describe step by step Research Process in International Marketing. [14]
- Q.3)** Discuss scope, limitations and applications of Marketing Research. [14]
- Q.4)** Explain characteristics of a Good Questionnaire with the help of suitable examples. [14]
- Q.5)** What are the Data Analysis Techniques to establish observations in connection with Marketing Strategy Formulation ? [14]
- Q.6)** What is International Market Opportunity Analysis ? Emphasize on need and significance of Analysis. [14]
- Q.7)** Write short notes : **(Any Two)** [14]
- (a) Fundamentals of a Good Report
 - (b) Research Design
 - (c) Sampling Design
 - (d) Web-based Marketing Research

[4193]-202/1

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Total No. of Questions : 8]

[Total No. of Printed Pages : 2

[4193]-203

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

EXPORT MANAGEMENT AND IMPORT MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.
 - (2) All questions carry equal marks i.e. **14** each.
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Q.1) Explain the following International Commercial Terms :

- (a) Need
- (b) Groups
- (c) Ex-works

Q.2) Explain in detail provisions and restrictions for Import and Export in India.

Q.3) Explain provisions regarding Export of Software and Fruits and Vegetables.

Q.4) Explain Export Documentation and Procedure.

Q.5) Explain Air and Sea Shipments Procedure in detail.

Q.6) Explain role of Exim Bank in Export and Import.

Q.7) Write short notes : **(Any Two)**

- (a) Export Marketing Mix
- (b) Exchange Control Formalities
- (c) Customers Valuation Rules
- (d) Export Pricing

Q.8) Write short notes : **(Any Two)**

- (a) FOB
 - (b) FAS
 - (c) EOU
 - (d) SEZ
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