



[3792] – 102

P.G.D.I.E.M. (Semester – I) Examination, 2010
102 : EXIM POLICY, EXPORT PROCEDURE AND DOCUMENTATION
(2008 Pattern) (New)

Time : 3 Hours

Marks : 70

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

1. A) What are the provisions in India for Export of principal commodities ?
B) What is Export Promotion of capital Goods Scheme ?
2. A) Explain procedure for Registration of Exporter.
B) Discuss various modes of Export Shipment and transport.
3. What are the various Export Promotion Schemes ? Explain with suitable examples.
4. Explain various categories of Export with the help of following points :
 - a) Physical - Direct and Indirect
 - b) Deemed Exports
 - c) Merchant and Manufacturer Exports.
5. Discuss the role of Overseas Agent. Explain procedure for remittance of commission.
6. Write short notes (**any two**) :
 - a) ECGC services
 - b) Marine Insurance of Export Cargo
 - c) Excise clearance for Exports
 - d) Quality and Pre-shipment Inspection
7. Explain types of Export Houses with suitable examples and write note on EXIM bank of India.



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P.G.D.I.E.M. (Semester – I) Examination, 2010
103 : MARKETING MANAGEMENT (External)
(2008 Pattern) (New)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Attempt **any five** questions.

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

3) *Logical reasoning to justify your answer and relevant examples will carry more marks.*

1. “Appropriate marketing strategies cannot be designed unless we study consumer behaviour and the factors affecting it” ? Do you agree. Justify your answer.
2. Explain the concept of product life cycle. Do you think that to-day the PLC of a product is monitored by the marketers and not by the market ? Justify your answer with suitable examples.
3. Discuss the various methods of sales forecasting.
4. How does international advertising differs from domestic advertising ? Give examples.
5. “Not only in international market but also in countries like India, cross-cultural issues play important role in marketing”. Discuss with justification.
6. Evaluate the status of B2C marketing in India with your analysis for its success or failure.
7. Write short notes on **any two** :
 - a) International Trade Fares
 - b) Factors affecting pricing decisions
 - c) Channel conflict
 - d) Product mix strategies.



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P.G.D.I.E.M. (Semester – I) Examination, 2010
102 : EXIM POLICY, EXPORT PROCEDURE AND DOCUMENTATION
(2005 Pattern) (Old)

Time : 3 Hours

Max. Marks : 60

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

1. Discuss in detail preliminaries for export.
 2. Explain following categories of export
 - a) Physical Export
 - b) Deemed Export
 - c) Merchant Export.
 3. What do you meant by shipping documents ? Discuss various terms used in shipping documents.
 4. Give the merits and demerits of various modes of transportation.
 5. Give the role of Overseas agent and Remittance of commission.
 6. Discuss in detail the procedure of export of principal commodities in India.
 7. Discuss the export promotion schemes for Agricultural and Pharmaceutical product.
 8. Write a short note on (**any three**) :
 - a) Free trade zone
 - b) IPRS
 - c) DFRC scheme
 - d) EPCG scheme
 - e) EXIM Policy.
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P.G.D.I.E.M. (Semester – II) Examination, 2010
201 : INTERNATIONAL ECONOMICS
(Old) (2005 Pattern)

Time : 3 Hours

Max. Marks : 60

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

1. Discuss the comparative cost theory of International Trade, with suitable example.
2. Enumerate the different items in the Balance of Payment. Bring out their significance.
3. Distinguish between Free Trade and Protected Trade. What role would you assign to Protection Policy in the present context ?
4. Discuss fully the constraints on the growth of International Trade.
5. Examine critically the role of International Monetary Fund, in maintaining international liquidity.
6. What are the aims and objectives of Asian Development Bank ? Critically appraise its performance.
7. Write notes on **any two** of the following :
 - a) Factor Mobility.
 - b) Open Economic Theory.
 - c) Objectives of World Trade Organisation.
 - d) European Union.

B/I/10/100



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P.G.D.I.E.M. (Semester – II) Examination, 2010
201 : INTERNATIONAL ECONOMICS
(2008 Pattern) (New)

Time : 3 Hours

Max. Marks : 70

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

1. How do the terms of trade determine the distribution of gains from international trade ? Illustrate your answer.
2. Describe the structure and components of Balance of Payments. What is the nature of balance of payment of a developed and developing country ?
3. What are the limitations to the growth of international trade ?
4. Examine the role GATT in solving special foreign trade problems faced by the Less Developed Countries.
5. Review the recent reforms of I.M.F. undertaken to improve the International Monetary System.
6. Why European Union was formed ? Has it succeeded in achieving its goal ?
7. Write short notes on **any two** of the following :
 - a) Impact of technical progress on international trade
 - b) Cost Benefit Theory
 - c) Static World Economy
 - d) World Bank Assistance to India.



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P.G.D.I.E.M. (Semester – I) Examination, 2010
101 : MANAGERIAL ECONOMICS
(2008 Pattern) (New)

Time : 3 Hours

Max. Marks : 70

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

1. Explain the role and importance of Macro-Economics in managerial economics.
2. Differentiate between price elasticity of demand and income elasticity of demand.
Why do public utility services have low price and income elasticities of demand ?
3. What are the advantages and limitations of large scale production ?
4. Product differentiation and selling costs are integral part of monopolistic competition'. Discuss.
5. Describe various methods of capital budgeting and their importance as a project appraisal.
6. Explain various phases of business cycle. Which phase is prevailing in U.S.A. ?
7. Write short notes on **any two** of the following :
 - a) Exceptions to the law of demand.
 - b) Cost-Plus pricing.
 - c) Indian-Money Market.
 - d) Bank Rate and open market operations.



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P.G.D.I.E.M. (Semester – I) Examination, 2010
101 : MANAGERIAL ECONOMICS (Old)
(2005 Pattern)

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Attempt *any four* questions.
2) *All* questions carry *equal* marks.
3) Draw suitable diagrams *wherever* necessary.

1. Explain the various approaches adopted in forecasting the demand for new products.
 2. With the help of a diagram, explain the three phases of operation of the Law of Variable Proportions.
 3. Show how a firm reaches its equilibrium in the short run under monopolistic competition ?
 4. Explain the various steps involved in investment analysis. How would you justify the cost-benefit analysis ?
 5. “Uncertainty is an important consideration in decision making, but there is no unique way of dealing with it”. Discuss.
 6. Write short notes on **any two** of the following :
 - a) Income elasticity of demand.
 - b) Production function.
 - c) Demand forecasting.
 - d) Selective credit-control.
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P.G.D.I.E.M. (Semester – I) Examination, 2010
103 : MARKETING MANAGEMENT (External)
(2005 Pattern) (Old)

Time : 3 Hours

Marks : 60

Instructions : 1) Attempt *any four* questions.
2) *All* questions carry **equal** marks.
3) **Logical** reasoning to justify your answers and relevant examples will carry **more** marks.

1. Explain the concept of marketing mix and its relevance to marketing success.
2. Discuss the factors affecting buyers' decision making process with suitable examples.
3. Discuss different methods of pricing with their merits, demerits and applicability.
4. Explain the role of distribution in marketing. Discuss the various channels of distribution.
5. International exhibitions and trade fairs are the more effective ways to study international markets and marketing practices.
6. Write short notes on **any three** :
 - a) Cross cultural issues in international marketing.
 - b) B2B e-commerce.
 - c) Importance of sales forecasting.
 - d) Product life cycle.
 - e) International advertising.



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P.G.D.I.E.M. (Semester – II) Examination, 2010
204 : EXPORT MANAGEMENT AND IMPORT MANAGEMENT
(2008 Pattern) (New)

Time: 3 Hours

Max. Marks: 70

Instructions : 1) Attempt **any five** questions.

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

1. Explain the following terminology in Export and Import.
 - a) FOB
 - b) FAS
 - c) CFR
 - d) CIF.
 2. Explain Export and Import documentation be used in procedure.
 3. Explain which exchange control formalities are binding upon the Exporter and Importer.
 4. Discuss provision and restrictions for import and export in India.
 5. Explain role of Exim Bank in Export and Import.
 6. Explain, how quality system and patenting are important in Export and Import ?
 7. Write short note on **any two** :
 - a) EOU
 - b) Air and Sea Shipment
 - c) Recoveries of customs
 - d) Containerization.
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P.G.D.I.E.M. (Semester – II) Examination, 2010
203 : INTERNATIONAL MARKET RESEARCH AND EXPORT
MANAGEMENT
(Old) (2005 Pattern)

Time : 3 Hours

Marks : 60

Instructions : i) Attempt **any 4** questions.

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

1. Marketing Research is a modern and exclusive marketing technique which has enormous scope in International Marketing.
2. Explain the term 'sample' with consideration to contact methods used in marketing research.
3. "Though secondary data is easily available and is less costly it is not sufficient enough to provide all necessary information". Comment on the statement.
4. Explain the term International Advertisement in brief. What is International Advertisement research ? Give its scope and significance.
5. Describe International pricing. Explain the similarities and differences with respect to domestic pricing strategies and policies.
6. What are different inputs of a marketing Information System ? What is marketing intelligence system ? Explain in details.
7. Explain the terms data analysis and interpretation with respect to marketing research. Explain in brief univariate, multivariate and multicountry data analysis and techniques.
8. Write short notes on (**any three**) :
 - i) Desk research
 - ii) Acceptance of research observations
 - iii) Role of Exim Bank
 - iv) Focus group approach
 - v) Survey Research.



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P.G.D.I.E.M. (Semester – II) Examination, 2010
204 : IMPORT MANAGEMENT
(2005 Pattern) (Old)

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Attempt *any four* questions.
2) *All* questions carry **equal** marks i.e. **15** each

1. Explain in detail provisions and restrictions for Import.
 2. Write in detailed note on “Role of Exim Bank in Import”.
 3. Discuss the need and significance of recently updated Import Policy.
 4. Explain relevance of letter of credit with Import procedure.
 5. Explain in detail which Exchange Control formalities are binding upon the importer.
 6. Explain in detail Import Process.
 7. Write short note on **any two** :
 - a) Import Pricing.
 - b) Bill of Entry.
 - c) Import in India.
 - d) Categories of Importers.
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B/I/10/100