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Seat No.	
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P.G.D.I.B. Examination, 2013
Paper – IV : 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 important provisions of the Foreign Trade (Development and Regulation) Act, 1992. 10
B) What test would you apply to ascertain whether an agreement is a contract ? 10
2. A) What is Arbitration ? Explain how the arbitration is superior method for settling international disputes. 10
B) Explain in detail the concepts of 'conditions' and warranties under the Indian Sale of Goods Act, 1930. 10
3. Write short notes (**any four**) : 20
 - a) Right of unpaid seller
 - b) Nature and types of Customs Duty
 - c) Baggage Rules (Customs Act)
 - d) Service Contracts
 - e) Intellectual Property Rights
 - f) Overseas Investment.

P.T.O.



SECTION – II
(Overseas Marketing Research)

1. Kaka Halwai a Pune's popular sweet retailer want to expand their business at international level. Make a suitable plan of study to determine the market potential for such products at international level. State and explain the most appropriate survey techniques to be used for this purpose. 15
 2. What is data ? Explain an analysis and interpretation of data in detail. 15
 3. What is meant by marketing research ? Explain various areas of marketing research in detail. 15
 4. What do you understand by questionnaire design ? Explain various steps involved in questionnaire design. 15
 5. Write short notes on (**any three**) : 15
 - a) Overseas Market Surveys
 - b) Types of data
 - c) Sources of information for overseas marketing research
 - d) Report writing
 - e) Applications of industrial marketing research.
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P.G. Diploma in International Business Examination, 2013
Paper – I : INTERNATIONAL MARKETING AND MANAGEMENT

Time : 3 Hours

Max. Marks : 100

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

1. Define international marketing. What factors have led to the growth of “Internationalism” since World War II ? Discuss.

OR

Explain the different modes of entering an international market.

2. Explain international product decision and international product strategies.

OR

What are the international distribution channels ? Explain the factors affecting the design of international distribution channels.

3. What are the reasons for countertrade ? Explain important types of countertrade.

OR

By reference to any source of your choice, identify and describe the different possible forms of marketing control applicable to global marketing operations.

4. What are the major aspects of logistics planning ? Explain these aspects and describe the factors that influence logistics planning.

OR

Why is inland water transport rarely used for movement of export-import-cargo in India ? How can the situation be improved ?

P.T.O.



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

- a) Types of sub-contracting
 - b) Air Cargo Tariff
 - c) Cultural diversity
 - d) Precautionary measures to avoid maritime frauds
 - e) Bullwhip Effect
 - f) Disadvantages of International Trade.
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P.G. Diploma In International Business Examination, 2013
IMPORT – EXPORT PROCEDURES AND DOCUMENTATION (Paper – II)
(Old & New)

Time : 3 Hours

Max. Marks : 100

1. A) What is the need of Export trade control ? **20**
B) What are Standardised export documents ?
2. What is Export Credit ? Explain in detail need and types of Export Credit. **20**
3. Explain in detail procedure shipment of export cargo considering Central Excise and Custom clearance formalities. **15**
4. A) What is Forward Exchange Cover ? **15**
B) Explain in detail need and use of quality control and pre shipment inspection.
5. Write short notes : **30**
 - 1) Marine Insurance
 - 2) Duty Drawback Scheme
 - 3) Foreign Exchange Management Act
 - 4) Actual User
 - 5) GSP certificate of Origin
 - 6) Foreign Exchange Budgeting and Import Procurement.



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P.G. Diploma in International Business Examination, 2013
Paper – III : ECONOMIC SYSTEMS AND FOREIGN TRADE IN INDIA
(New Pattern)

Time : 3 Hours

Max. Marks : 100

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

1. Define terms of Trade. Explain the factors influencing terms of Trade. **20**
OR
1. With respect to Doha Conference, explain the importance of WTO. **20**
2. Explain the balance of payment theory of exchange rate determination. **20**
OR
2. Explain the structure and importance of SAARC. **20**
3. European Union is the best Free Trade Area and a regional trade block. Justify your answer. **20**
OR
3. Explain the merits and demerits of Floating Exchange Rate. **20**
4. Explain the export promotion measures adopted by the Indian Government. **20**
OR
4. Explain the role of various participants in Foreign Exchange Market. **20**
5. Write short notes (**any four**) : **20**
- a) Fixed Exchange Rate
 - b) NAFTA
 - c) FDI
 - d) Composition of Foreign Trade
 - e) EOU
 - f) Exchange control.

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P.G. Diploma in International Business Examination, 2013
Paper – III : ECONOMIC SYSTEMS AND FOREIGN TRADE IN INDIA
(Old Pattern)

Time : 3 Hours

Max. Marks : 100

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

1. Explain the relationship between Economic Development and Foreign Trade. **20**
OR
1. Compare EU and SAARC as a Regional Economic Group. **20**
2. Explain the role and importance of GATT. **20**
OR
2. Explain the Balance of Payments Account. What measures will you suggest to correct disequilibrium in BOP a/c ? Explain in brief. **20**
3. What do you mean by International Migration ? Explain the effects of International Migration of skilled and unskilled labour. **20**
OR
3. Explain the export promotion measures adopted by the Indian Government. **20**
4. Define Exchange Control. Explain the methods of Exchange control. **20**
OR
4. Explain the composition and direction of India's imports and exports. **20**
5. Write short notes (**any four**) : **20**
 - a) Foreign Direct Investment
 - b) Free Trade Zones
 - c) Import Policy
 - d) Foreign Collaboration
 - e) International Monetary System
 - f) Basis of International Trade.