



[4393] – 101

Seat No.	
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P.G.D.I.E.M. (Semester – I) Examination, 2013
101 : 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.

1. Define Managerial Economics. Explain the significance of Managerial Economics in business decision making.
2. What is the significance of Demand Forecasting in modern business ? Explain the methods used for forecasting the demand for a new product.
3. Explain the law of variable proportions with example.
4. What is meant by monopolistic competition ? Explain how price is determined under monopolistic competition.
5. What do you mean by disinvestment ? Explain the need for disinvestment.
6. Describe various phases of business cycle. Explain various monetary measures to stabilize ups and downs in the economy.
7. Write short notes (**any two**) :
 - 1) Non Price Competitions
 - 2) Risk Aversion
 - 3) Characteristics of Indian Money Market
 - 4) Functions of RBI.



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Seat No.	
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P.G.D.I.E.M. (Semester – I) Examination, 2013
103 : MARKETING MANAGEMENT
(2008 Pattern)

Time : 3 Hours

Total Marks : 70

Note : i) Attempt **any five** questions.
ii) **All** questions carry **equal** marks i.e. **14** each.

1. Define Marketing Management. Explain following concept of Marketing – exchange, production, product, sales concept.
2. Explain the stages in consumer buying behaviour process for the following :
 - a) Video Game Console
 - b) Motor Cycle.
3. State the importance of packaging & discuss current trends in packaging.
4. What is a brand ? Explain the process of branding. Mention the advantages of branding.
5. a) What are cross cultural issues in International Marketing ?
b) Discuss the role of International Exhibitions and trade fairs.
6. Explain the concept of Product Life Cycle. Mention various marketing strategies in Maturity stage.
7. Write short notes (**any 2**) :
 - a) E-Commerce
 - b) Marketing Mix
 - c) Sales Promotion
 - d) Role of wholesaler and retailer in distribution.



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Seat No.	
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P.G.D.I.E.M. (Semester – II) Examination 2013
201 : INTERNATIONAL ECONOMICS
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

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

1. What is the concept of International Economics ? Explain the features and scope of International Economics.
2. Explain distinctive features of International Trade. Classify the International Trade based on theory.
3. What is objective and success of GATT ? Explain the future of GATT.
4. What is IMF ? Explain recent international monetary reforms with respect to less-developed countries.
5. What is International Financial Institution ? Explain the functions of Asian Development Bank.
6. Short notes (**any two**) :
 - i) United Nations Conference on Trade (UNCTAD).
 - ii) Balance of Payment and Balance of Trade.
 - iii) European Union.
 - iv) Internal Trade and International Trade.
7. What is Tariff Policy ? Explain effects of Tariff Policy on Industrial Development of India.



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Seat No.	
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P.G.D.I.E.M. (Semester – II) Examination, 2013
204 : EXPORT MANAGEMENT & 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.

1. Explain following International Commercial terms
 - a) CFR
 - b) FAS
 2. Elucidate provisions and restrictions for import and export in India.
 3. Explain provisions regarding export of fruits and vegetables.
 4. Explain Air and Sea Shipments procedure in details.
 5. Explain in details how to design export marketing mix.
 6. Elaborate role of International Standards of Quality System in Export and Import.
 7. Explain in detail export documentation.
 8. Write short notes on **any two** :
 - a) Cargo claim
 - b) Customer Tariff Act
 - c) Selection of overseas agent
 - d) Customer valuation rule.
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Seat No.	
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P.G.D.I.E.M. (Semester – I) Examination, 2013
102 : EXIM POLICY, EXPORT PROCEDURE AND DOCUMENTATION
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

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

1. Discuss the significance of “Export Promotion Capital Goods” Scheme.
2. What do you mean by rules of origin ? Explain GSP rules of origin.
3. Comment on recent EXIM policy adopted by India.
4. Write a detail note on quality and pre-shipment inspection.
5. Describe the registration process to obtain IEC (import export code).
6. Discuss a role of Export Promotion Council.
7. Write short notes on **any two** :
 - a) Shipping Documents
 - b) Advance License
 - c) DEPB Scheme.



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Seat No.	
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**P.G.D.I.E.M. (Semester – II) Examination, 2013
203 : INTERNATIONAL MARKET & RESEARCH
(2008 Pattern)**

Time : 3 Hours

Max. Marks : 70

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

1. Discuss the Nature, Scope and Complexities involved in 'International Market Research'.
2. Discuss various methods of Primary Data Collection pertaining to International Market Research along with merits and demerits of each.
3. Explain the role played by 'International Market Research' in 'International Market Opportunity Analysis'.
4. Discuss importance of 'sampling' and explain various methods of probability sampling along with merits and demerits.
5. Discuss various 'Scaling Techniques' in detail.
6. Design a suitable questionnaire for measuring 'Customer Satisfaction' for color Televisions offered by an MNC.
7. Write short notes (**any two**) :
 - a) Advertising Research
 - b) Univariate and Multivariate Analysis
 - c) International Marketing Information System
 - d) Ethical issues in 'International Market Research'.