

Total No. of Questions : 7]

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**[3692]-103**

**P. G. D. I. E. M. (Semester - I) Examination - 2009**

**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)** Define Marketing Management. Discuss its importance and scope in today's dynamic Competitive Environment.
  - Q.2)** What is 'Product Life Cycle' ? How Marketing Mix Decisions have to be adjusted at different stages of PLC (Product Life Cycle) ?
  - Q.3)** Explain various pricing strategies a firm can adopt.
  - Q.4)** What is Product Mix ? Explain various Product Mix Strategies with suitable examples.
  - Q.5)** Discuss various cultural issues involved in International Marketing.
  - Q.6)** (A) What is Consumer Buying Behaviour ?  
(B) Explain various steps involved in Buying Consumer Goods.
  - Q.7)** Write short notes : (**Any Two**)
    - (a) Promotion through International Exhibitions and Trade Fares
    - (b) Use of Internet as a Marketing Tool
    - (c) Chennel Conflicts
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Total No. of Questions : 8]

[Total No. of Printed Pages : 2

[3692]-102

P. G. D. I. E. M. (Semester - I) Examination - 2009

EXIM POLICY, EXPORT PROCEDURE AND DOCUMENTATION

(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)** Explain following terms with illustration :

- (a) SEZ
- (b) EHTP
- (c) Types of Export Houses

**Q.2)** Write a note on Export of Principal Commodities in India.

**Q.3)** Elaborate role of the following in Export :

- (a) Importer and Exporter Code
- (b) Registration-cum-Membership Certificate
- (c) Export Promotion Councils
- (d) Central Excise

**Q.4)** Discuss in detail various types of Export.

**Q.5)** What are different Shipping Documents and Terms used in Shipping ?

**Q.6)** Give an overview of Export Promotion Schemes.

**Q.7)** Discuss in detail Export Procedure for Diamond and Jewellery.

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

- (a) Duty Entitlement Pass Book
  - (b) Generalised System of Preferences Rules of Origin
  - (c) EXIM Policy
  - (d) Marine Insurance
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[3692]-101**

**P. G. D. I. E. M. (Semester - I) Examination - 2009**

**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)** “Managerial Economics is both Micro as well as Macro.” Discuss with suitable examples.
- Q.2)** Explain concept of Price Elasticity of Demand w.r.t type, methods of measurement and significance.
- Q.3)** Define Production Function. Describe increasing, constant and decreasing returns to Scale.
- Q.4)** In what respects is Monopolistic Competition different from Perfect Competition and Monopoly ?
- Q.5)** Describe various risks involved in investment decisions of the Manager. What precautions do you recommend to minimise the risk ?
- Q.6)** Is Indian Money Market developed ? Justify your answer.

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

- (a) Selling Costs
  - (b) Game Theory
  - (c) Any two Selective Credit Controls
  - (d) Transfer Pricing
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

**[3692]-3**

**P. G. D. I. E. M. (Semester - I) Examination - 2009**

**MARKETING MANAGEMENT**

**(2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 60**

**Instructions :**

- (1) Attempt *any four* questions.
- (2) Figures to the right indicate full marks.
- (3) State your assumptions clearly wherever necessary.

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- Q.1)** (A) Discuss importance of physical distribution in effective marketing of a product. **[08]**
- (B) Which Channels of Distribution will you suggest for Ayurvedic Medicines to be sold in International Markets ? Justify your answer. **[07]**
- Q.2)** Discuss Process of E-commerce with its limitations and scope in the Indian Market. **[15]**
- Q.3)** (A) Which are the factors which affect Pricing Decisions ? Explain with examples. **[10]**
- (B) Discuss any one method of Pricing in detail. **[05]**
- Q.4)** (A) Why is 'Marketing Mix' called so ? **[05]**
- (B) Explain 4 Ps of Product Marketing Mix and 7 Ps of Services Marketing Mix. **[10]**
- Q.5)** Explain in detail Product Life Cycle Concept with its relevance to Marketing Mix. **[15]**

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

**[15]**

- (a) Cross-cultural Issues in International Marketing
  - (b) Sales Forecasting Techniques
  - (c) International Exhibitions
  - (d) Howard - Sheth Model of Buying Behaviour
  - (e) The Marketing Process
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Total No. of Questions : 8]

[Total No. of Printed Pages : 2

**[3692]-2**

**P. G. D. I. E. M. (Semester - I) Examination - 2009**

**EXIM POLICY, EXPORT PROCEDURE AND DOCUMENTATION**

**(2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 60**

***Instructions :***

*(1) Attempt any four questions.*

*(2) All questions carry equal marks.*

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**Q.1)** Give an overview of various Export Promotion Schemes.

**Q.2)** Discuss various benefits of Exports with reference to :

(1) IPRS

(2) Excise

(3) Income Tax

**Q.3)** Enlist various components in Export Procedure. Explain any three of them.

**Q.4)** What are different categories of Export ? Explain any one of them.

**Q.5)** Discuss role of Overseas Agent and Remittance of Commission in Export.

**Q.6)** Enlist various Shipping Documents. Explain any two of them.

**Q.7)** What are the Preliminaries for Export ?



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

- (a) EHTP
  - (b) ECGC Services
  - (c) Free Trade Zones
  - (d) Advance License
  - (e) Deemed Export
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Total No. of Questions : 8]

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**[3692]-1**

**P. G. D. I. E. M. (Semester - I) Examination - 2009**

**MANAGERIAL ECONOMICS**

**(2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 60**

**Instructions :**

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

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- 
- Q.1)** Define Managerial Economics. Discuss nature and scope of Managerial Economics.
  - Q.2)** Define Elasticity of Demand. Explain use of Elasticity of Demand in Managerial Decision-making.
  - Q.3)** State and explain Long-run Production Function.
  - Q.4)** Explain features of Monopoly. Bring out the difference between Perfect Competition and Monopoly.
  - Q.5)** Explain meaning of Risk Analysis. Explain how Risk and Uncertainty are involved in Managerial Decision-making ?
  - Q.6)** What is Price Discrimination ? Discuss degrees of Price Discrimination.
  - Q.7)** Discuss methods of Credit Control adopted by Reserve Bank of India during Inflation.

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

- (a) Dumping
  - (b) Features of Monopolistic Competition
  - (c) Method of Demand Forecasting
  - (d) Relation between Average Cost and Marginal Cost
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**[3692]-203**

**P. G. D. I. E. M. (Semester - II) Examination - 2009**  
**EXPORT MANAGEMENT AND IMPORT MANAGEMENT**  
**(2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

*Instructions :*

- (1) Attempt *any 5* questions.
  - (2) All questions carry equal marks.
- 
- 

- Q.1)** List and explain various International Commercial (INCO) Terms.
- Q.2)** Explain concept of SEZ and discuss how it helps in promoting Exports from India.
- Q.3)** Explain the term 'Letter of Credit' alongwith various types.
- Q.4)** Discuss various issues and challenges involved in Export of Software from India.
- Q.5)** Explain Customs Procedures involved in Sea Shipment.
- Q.6)** Discuss provisions and restrictions for Import of Goods in India.
- Q.7)** Write short notes : **(Any Two)**
  - (a) Patenting
  - (b) Cargo Claims
  - (c) EOU
  - (d) EXIM Bank of India

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[3692]-202**

**P. G. D. I. E. M. (Semester - II) Examination - 2009**

**INTERNATIONAL MARKET RESEARCH**

**(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)** ‘Cultural Diversity’ is one of the biggest challenges in International Market Research. Critically comment on the statement. **[14]**
- Q.2)** Explain various applications of International Market Research. **[14]**
- Q.3)** Explain concept and types of Research Design. **[14]**
- Q.4)** Discuss ‘Probability Sampling Technique’ in detail. **[14]**
- Q.5)** Explain importance of Secondary Data to International Market Research and also mention various sources of Secondary Data. **[14]**
- Q.6)** Discuss various methods of Primary Data Collection along with their merits and demerits. **[14]**
- Q.7)** Write short notes : **(Any Two)** **[14]**
- (a) Syndicated Research
  - (b) Sampling Error
  - (c) Contents of Research Report
  - (d) Multi-variate Analysis

Total No. of Questions : 7]

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**[3692]-201**

**P. G. D. I. E. M. (Semester - II) Examination - 2009**

**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)** Explain Classical Theory of International Trade with suitable example.
- Q.2)** “Balance of Payment always balances.” Justify this statement.
- Q.3)** Explain relevance of factor mobility in the International Trade.
- Q.4)** Critically evaluate performance of GATT with special reference to Less Developed Countries.
- Q.5)** Discuss Open Economic Theory and state its relevance in the present International Trade Scenario.
- Q.6)** What changes have occurred in the International Monetary System since 1990 ?
- Q.7)** Write notes : **(Any Two)**
  - (a) International Trade and Economic Development
  - (b) Achievements of World Trade Organisation
  - (c) Policy of Protection
  - (d) Asian Development Bank

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Total No. of Questions : 6]

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**[3692]-22**

**P. G. D. I. E. M. (Semester - II) Examination - 2009**

**INTERNATIONAL MARKET RESEARCH AND  
EXPORT MANAGEMENT**

**(2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 60**

**Instructions :**

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

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- 
- Q.1)** “International Market Research presents complex challenges over Domestic Market Research.” Comment on this statement.
  - Q.2)** Explain various methods of Primary Data Collection in detail.
  - Q.3)** Explain importance of Secondary Data in relation to International Market Research.
  - Q.4)** Discuss role played by Export Import (EXIM) Bank of India.
  - Q.5)** Explain benefits of getting ISO Certification and also discuss ISO 9000 Series.
  - Q.6)** Write short notes : **(Any Three)**
    - (a) Readership Surveys
    - (b) Test Marketing
    - (c) Consumer Panel
    - (d) Marketing Audit
    - (e) Characteristics of a Good Questionnaire

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**[3692]-22/1**

Total No. of Questions : 7]

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**[3692]-21**

**P. G. D. I. E. M. (Semester - II) Examination - 2009**

**INTERNATIONAL ECONOMICS**

**(2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 60**

**Instructions :**

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

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- 
- Q.1)** What is the importance of International Trade in the Economic Development of the Country in the present scenario ?
  - Q.2)** "Balance of Payment always balances." Substantiate this statement.
  - Q.3)** Distinguish between Free Trade and Protection. What role would you assign to the Protection Policy in the present context ?
  - Q.4)** What are the special problems of Foreign Trade of Less Developed Countries ? How GATT was instrumental in solving these problems ?
  - Q.5)** Review recent reforms of IMF, undertaken to improve the International Monetary System.
  - Q.6)** Why European Union was formed ? Has it succeeded in achieving its goal ?
  - Q.7)** Write notes : **(Any Two)**
    - (a) Functions of Asian Development Bank
    - (b) Cost Benefit Theory
    - (c) Optimum Currency Area
    - (d) Constraints on International Trade

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**[3692]-21/1**