



[4093] – 102

P.G.D.I.E.M. (Semester – I) Examination, 2011
102 : EXIM POLICY AND EXPORT PROCEDURE AND
DOCUMENTATION
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Answer any five questions.

2) All questions carry equal marks.

1. What are required registrations with different authorities for intending importers/exporters before commencing business ? **14**

2. “Exporter is a person, who exports or intends to export and holds an importer-exporter code number, unless otherwise specifically exempted”. Discuss the categories of exporters. **14**

3. a) What are the relevant documents for transportation of goods ? **9**
b) What are the documents for customs clearance of goods ? **5**

4. Explain **any two** contracts in Foreign Business Trade. **(2×7)**
 - a) Free On Board (FOB) Contract
 - b) CIF Contract
 - c) FAS (Free Alongside Ship) Contract
 - d) Ex-Works Contract
 - e) Cost and Freight (CFR) Contract.

P.T.O.



5. Describe the procedure for central excise clearance for total exemption from payment of CED. **14**
6. a) What are shipping and customs formalities ? **5**
- b) Describe the procedure for shipping and customs clearance. **9**
7. Write notes on **any two** of the following : **(2×7)**
- a) Types of Bill of Lading
- b) Content of Bill of Lading
- c) Aligned Documentation System
- d) Certificate of Origin
- e) Legalization and Attestation of Documentations.



[4093] – 101

P.G.D.I.E.M. (Semester – I) Examination, 2011
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. Distinguish between Micro and Macro Economics. How is Macro Economic Analysis useful in business decision making ?
2. What are the objectives of demand forecasting ? Explain any two methods of demand forecasting.
3. Define production function. State and explain the law of variable proportion.
4. State the conditions of equilibrium of a firm. Show how a firm reaches its equilibrium in monopoly in the long run.
5. What do you mean by disinvestment ? Explain the need for disinvestment.
6. Define business cycle. Explain various features and phases of business cycle.
7. Write short notes on **any two** of the following :
 - 1) Exceptions to the law of supply
 - 2) Price discrimination
 - 3) Characteristics of Indian Money Market
 - 4) Selective credit controls.



[4093] – 103

P.G.D.I.E.M. (Semester – I) Examination, 2011
103: MARKETING MANAGEMENT
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Attempt any five questions.

2) All questions carry equal marks.

1. Define Marketing management. Discuss the evolution of ‘customer orientation’ in marketing.
2. “Buyer’s buying decision process for consumer goods is affected by various factors and is a complex process”. Comment with examples.
3. Explain the need and importance of branding. Discuss the process of brand development.
4. What way international advertising differs from the domestic one ? Explain with examples.
5. Explain the role of exhibitions and trade fairs in international marketing.
6. Discuss the various factors which affect international channel decision.
7. Write short notes on **any two**.
 - 1) Product Life Cycle.
 - 2) Market based pricing methods.
 - 3) BZC marketing.



[4093] – 201

P.G.D.I.E.M. (Semester – II) Examination, 2011
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 gain from international trade. Illustrate your answer.
2. What are the causes of adverse balance of payment ? What measures are adopted to correct the disequilibrium ?
3. “Foreign trade is the engine of economic development”. Discuss.
4. How WTO is different from GATT ? Explain any two clauses of WTO.
5. Why European union was formed ? Comment on its present status.
6. Elucidate product diversification theory.
7. Write short notes on **any two**.
 - 1) Impact of technical progress on international trade.
 - 2) UNCTAD
 - 3) Functions of world bank
 - 4) Open economic theory.



[4093] – 202

P.G.D.I.E.M. (Semester – II) Examination, 2011
203 : INTERNATIONAL MARKET RESEARCH
(2008 Pattern) (New)

Time : 3 Hours

Max. Marks : 70

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

1. “The Research Design is a blue print, which guides data collection and analyses frame of Research Study”. Evaluate the statement. **14**
2. Distinguish between primary data and secondary data. Discuss their merits and limitations. **14**
3. What are essentials of a good questionnaire ? Design a questionnaire to evaluate the effectiveness of advertisement campaigns launched by leading parties vs. expectations of voters in recent elections based on the sample survey of voters in the city. **14**
4. Write short notes on (**any two**) : **14**
 - a) Test Marketing
 - b) Ethics in Marketing Research
 - c) Marketing Audit
 - d) Advertising Research.
5. What is international market opportunity analysis ? Emphasize on need and significance of analysis. **14**
6. What are the data analysis techniques based on uni-variate and multivariate data ? **14**
7. Discuss the scope, limitations and applications of Marketing Research. **14**



[4093] – 203

P.G.D.I.E.M. (Semester – II) Examination, 2011
204 : EXPORT MANAGEMENT & 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.
 - e) FOB
 - f) FAS
 - g) CFR
 - h) CIF
2. Explain Export and Import documentation and procedure.
3. Explain provisions regarding export of software and Floricultural product.
4. Examine significance of canalization to the import procedure.
5. Explain role of Exim Bank in Export and Import.
6. Discuss the need and importance of recently updated export and import policy.
7. Write short note on **any two**.
 - a) ISO 9000 series.
 - b) Bill of Entry.
 - c) Customs Act.
 - d) Warehousing.



[4093] – 21

P.G.D.I.E.M. (Semester – II) Examination, 2011
201 : INTERNATIONAL ECONOMICS
(2005 Pattern) (Old)

Time: 3 Hours

Max. Marks: 60

Instructions : i) Attempt any five questions.

ii) All questions carry equal marks.

1. What is International Economics ? Explain its scope and significance.
2. What is International Trade ? Explain its features. What is difference of it from Inter Regional Trade ?
3. What are the aims, objectives and functions of Asian Development Bank (ADB) ?
4. Distinguish between protected trade and free trade. What is its role in Protection policy in modern era ?
5. Discuss the nature and scope of IMF (International Monetary Fund). Assess its role in world trade.
6. What is Balance of Payment ? What difference from Balance of Trade ? Explain balance of payments disequilibrium.
7. Write short notes (**any two**) :
 - a) WTO (World Trade Organisation) and India.
 - b) Role of World Bank.
 - c) Product diversification.
 - d) Tariff and Import quotas.



[4093] – 22

P.G.D.I.E.M. (Semester – II) Examination, 2011
203 : INTERNATIONAL MARKET RESEARCH AND EXPORT
MANAGEMENT
(Old) (2005 Pattern)

Time : 3 Hours

Max. Marks : 60

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

1. Enumerate the need of international marketing research in international business. **15**
2. Elaborate step by step research process in international marketing. **15**
3. What are the data analysis techniques for hypothesis testing ? **15**
4. Write an essay on sampling design as a process in research process. **15**
5. Explain in brief the various aspects of Marketing Intelligence. **15**
6. What is Research Design ? How do exploratory, descriptive and causal studies differ from each other ? **15**
7. Write short notes on **(any three)** : **15**
 - a) Market opportunity analysis.
 - b) Ethics in Marketing Research.
 - c) Marketing Audit.
 - d) Advertising Research.

B/II/11/160



[4093] –23

P.G.D.I.E.M. (Semester – II) Examination, 2011
205 : 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 the objectives of recently updated import policy.
2. Explain in detail which Exchange Control formalities are binding upon the importer.
3. Explain relevance of letter of credit with the import procedure.
4. Discuss the various restrictions for import in India.
5. Elaborate various provisions for import in India.
6. Write in detailed note on Import Pricing and supplier selection.
7. Write short note on **any two**.
 - a) Role of EXIM Bank.
 - b) Letter of Credit.
 - c) Customer valuation rules.
 - d) Categories of Importer.