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**[5482]-101**

**P.G.D.I.E.M. (I Semester) EXAMINATION, 2018**  
**INDIAN ECONOMY AND TRADE DEPENDENCIES (101)**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries **10** marks.

**1. (a)** Explain in detail trends in National Income in India. [10]

*Or*

**(b)** Critically evaluate progress of Human Development in India. [10]

**2. (a)** What is Human Capital Formation ? Explain Human Capital Formation in India. [10]

*Or*

**(b)** Explain the role of Foreign Aid in Economic Development of India. [10]

**3. (a)** Critically evaluate Industrial growth under 11th Five Year Plan. [10]

*Or*

**(b)** Elaborate growth and current scenario of IT Industry in India. [10]

P.T.O.

4. (a) Discuss growth and structure of India's Foreign Trade since 1991. [10]

*Or*

- (b) Briefly explain arguments in favour and against of Foreign Capital. [10]

5. (a) What is Globalisation ? Explain globalisation strategies in detail. [10]

*Or*

- (b) Comment on trends on India's Foreign Exchange Reserve. [10]

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**[5482]-102**

**P.G.D.I.E.M. (First Semester) EXAMINATION, 2018**

**102 : EXPORT AND IMPORT PROCEDURES**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) Each question has an internal option.  
(iii) Each question carries **10** marks.  
(iv) Your answers should be specific and to the point.  
(v) Support your answer with suitable live examples.

**1. (a)** Briefly discuss about different categories of the Export. [10]

*Or*

**(b)** What are required registrations with different authorities for intending importers/exporters before commencing business ? [10]

**2. (a)** Discuss in detail Export Promotion Capital Goods Scheme. [10]

*Or*

**(b)** Discuss in detail different types of “Bill of Lading”. [10]

**3. (a)** Elaborate on various terms of payments in Import and Export. [10]

*Or*

**(b)** What is procurement planning ? Explain importance of procurement planning. [10]

P.T.O.

4. (a) Write a note on Import policy & ITC HS. [10]

*Or*

(b) Write a note on Valuation rules. [10]

5. (a) What are the procedures for import clearance at a Sea Port ? [10]

*Or*

(b) What are the documents required for customs clearance of goods ? [10]

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**[5482]-103**

**P.G.D.I.E.M. (I Sem.) EXAMINATION, 2018**

**103 : INTERNATIONAL MARKETING**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *Each question carries 10 marks.*

1. Define the term “International Marketing.” Write down the challenges and opportunities in International Marketing.

*Or*

Describe EPRG framework for International Marketing.

2. Why are socio-cultural elements most important in International Marketing ? Illustrate with suitable example.

*Or*

Why is study of Environment Analysis important in International Marketing ? Describe any *two* environmental factors affecting on International Marketing.

3. Describe the terms, segmentation, targeting and positioning with respect to International Marketing. Illustrate the answers with suitable example.

*Or*

Write short notes on the following :

- (a) International Distribution  
(b) International Retailing.

P.T.O.

4. What are the factors which affect on international pricing decisions ?  
Explain it.

*Or*

What are the factors that obstruct the growth of new products in the International Market ?

5. You are an advertising and media communication manager. Prepare a promotion plan for setting AYURVEDIC products in foreign market.

*Or*

Write short notes on any *two* :

- (a) International Trade Exhibition
- (b) Personal selling
- (c) Global marketing operations
- (d) Consumer sales promotion.

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**[5482]-104**

**PGDIEM (First Semester) EXAMINATION, 2018**

**104 : GLOBAL LOGISTICS AND SUPPLY CHAINS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries **10** marks.

(iv) Your answers should be specific and to the point.

(v) Support your answers with suitable live examples.

- 1.** Explain the 7 R's of logistic management and 5 P's of logistics. [10]

*Or*

Describe various aspects of transportation. Depict the role of transport and communication in Global Supply Chains.

- 2.** State the various provisions relating to the carriage of goods by Land. [10]

*Or*

Explain various types of ships and its purpose.

P.T.O.

3. Explain the functions and roles of custom broker, forwarder and consolidator, shipping agent. [10]

*Or*

Discuss the various formalities in shipping of Goods in detail.

4. Discuss in detail the recent trends, developments and initiatives taken by Indian Government in respect of shipping industry. [10]

*Or*

Explain the important sea routes and ports with respect to Indian shipping

5. Describe the recent developments in containerization. [10]

*Or*

State the role of Inland Container Depots and Container freight station.



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**[5482]-11**

**P.G.D.I.E.M. (I Semester) EXAMINATION, 2018**

**101 : MANAGERIAL ECONOMICS**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Answer any *five* questions.

(ii) All questions carry equal marks.

(iii) Draw suitable diagrams whenever necessary.

1. Explain the characteristics of managerial economics.
2. Explain different types of elasticity of demand.
3. Define demand forecasting and its importance for business.
4. What is price and explain its determinants ?
5. Describe the advantages and disadvantages of long-term investment and short-term investment.
6. Define business policies. What are the determinants of business policies ?

P.T.O.

7. Write short notes on (any *two*) :

- (a) Role of RBI
- (b) Cost profit volume analysis
- (c) Characteristics of Oligopoly competition.

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**[5482]-12**

**P.G.D.I.E.M. (First Semester) EXAMINATION, 2018**

**102 : EXIM POLICY, EXPORT PROCEDURE**

**AND DOCUMENTATION**

**(2008 PATTERN)**

**Time : 3 Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *five* questions.

(ii) All questions carry equal marks.

1. Write a detailed note on EPCG Licensing Procedure. Discuss its significance and compliancy in WTO framework.
2. What do you mean by Rules of Origin ? Describe GSP and GSTP rules of origin.
3. Discuss various facilities and incentives provided by Government to the Exporters.
4. Write a detailed note on Export Oriented Units (EOU), EHTP and STP.
5. Describe the significance of Bill of Lading and Shipping Bill.

P.T.O.

**6.** Elaborate Pre-shipment and Post-shipment documents.

**7.** Write short notes on (any *two*) :

- (a) ECGC
- (b) ITC-HSN Nomenclature
- (c) Marine Insurance
- (d) FIEO and ITPO.

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**[5482]-13**

**P.G.D.I.E.M. (I Sem.) EXAMINATION, 2018**

**MARKETING MANAGEMENT**

**(2008 Pattern)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Answer any *five* questions.

(ii) All questions carry equal marks.

(iii) Logical reasoning to justify your answers and relevant examples will carry more marks.

1. Define Marketing management. Discuss Marketing Process in detail.
2. Explain Marketing Mix with suitable examples.
3. What do you understand by Consumer Buying Behaviour ? Explain stages in Consumer Buying Behaviour Process.
4. How marketing organization adopt different Pricing Strategies to sell their products services ?
5. Discuss Product Mix Strategies with suitable examples.
6. What is meant by E-commerce ? What is its impact on business organisations ?

P.T.O.

7. Write short notes on (any *two*) :
- (a) Exhibitions
  - (b) Packaging
  - (c) Cross cultural issues in international marketing
  - (d) Sales Forecasting.
8. Your company is one of the major players in Cosmetics and Toiletries Market. The company has decided to launch a new shaving cream. Prepare Advertising and Sales Promotion Plan for the same ? State and explain your assumptions clearly.

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**[5482]-201**

**P.G.D.I.E.M. (II Semester) EXAMINATION, 2018**

**201 : INTERNATIONAL BUSINESS ENVIRONMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Attempt *all* questions.

(ii) *All* questions carry equal marks.

1. Discuss the impact of Domestic Environment on international business decisions with suitable examples.

*Or*

‘Tariff and Non-Tariff barriers are most used method for protectionism in World Trade.’ Justify.

2. Discuss the impact on trade and investment flows due to movement in foreign exchange and interest rates.

*Or*

How foreign investments gets affected because of its structure and pattern ?

3. WTO and IMF - as International Economic Institutions and explain their contribution towards International Agreements.

P.T.O.

*Or*

Write notes on :

- (i) International Commodity Trading and Agreements
- (ii) Agreement on Textile and Clothing (ATC).

4. Elaborate the international collaborative arrangements in international business.

*Or*

‘For international business involvement pricing and regulations are important aspects for multinational corporations.’ Justify.

5. Explain the structure and functioning of :
- (i) NAFTA
  - (ii) EC.

*Or*

Explain the concerns, issues and reasons for a considerable growth in concern for ecology in international business.



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**[5482]-202**

**P.G.D.I.E.M. (Second Semester) EXAMINATION, 2018**

**202 : INTERNATIONAL FINANCIAL MANAGEMENT**

**(2013 PATTERN)**

**Time : 3 Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions carry equal marks.

(ii) All questions are compulsory.

**1.** Explain the role of World Bank in International Finance.

*Or*

Write a detailed note on Balance of Payment and Balance of Trade.

**2.** Write a note on Purchasing Power of Parity.

*Or*

What is Foreign Exchange (Forex) Market ? Explain the participants in a Forex Market.

**3.** Write a detailed note on International Accounting Standard of Foreign transactions.

*Or*

Explain the concept of cost of capital and capital structure of Multinational Firm.

P.T.O.

4. Explain the provisions of Foreign Exchange Management Act (FEMA).

*Or*

Explain the Indian perspective of Foreign trade policy and rupee convertibility with respect to International Finance.

5. Explain in detail International receivables and cash management.

*Or*

What do you mean by Buyer's credit and Supplier's Credit in Export-Import Financing Mechanism ? Explain with illustrations.

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**[5482]-203**

**P.G.D.I.E.M. (II Sem.) EXAMINATION, 2018**  
**203 : INTERNATIONAL MARKETING RESEARCH**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(iv) Figures to the right indicate full marks.

1. (a) Define International marketing research. Elaborate nature and scope of marketing research. [10]

*Or*

- (b) Elaborate 'International marketing information system.'

2. (a) Explain the various steps for International Marketing Research process. [10]

*Or*

- (b) What do you mean by secondary data ? Explain the various sources and secondary data in International Market.

3. (a) What do you understand the term emit and etic dilemma ? Support with an example. [10]

*Or*

- (b) Explain the sample size determination in brief. [10]

4. (a) Elaborate the process and data editing and coding and preliminary data analysis with suitable example. [10]

P.T.O.

*Or*

- (b) What is the data comparability and validity problems in multi-country data analysis ?

**5.** Write short notes on any *two* Ethical issues of : [10]

- (a) International Marketing Research.
- (b) Attitude measure and scaling techniques.
- (c) International market opportunity analysis.
- (d) Product research.

Total No. of Questions—5]

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**[5482]-204**

**PGDIEM (Second Semester) EXAMINATION, 2018**

**204 : WTO AND INTELLECTUAL PROPERTY RIGHTS**

**(2013 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) All questions carry equal marks.

1. Discuss the recent WTO ministerial conference.

*Or*

Discuss major ministerial decision taken place in the latest WTO ministerial conference.

2. Describe structure of WTO and different committees under WTO.

*Or*

Explain basic principle of WTO and benefits of WTO in detail.

3. What is Dispute settlement body and what are the objectives behind dispute settlement body ?

*Or*

Discuss Uruguay Round Agreement Act, 1994.

P.T.O.

4. What is agreement related to undisclosed information protection of trade secrets in India ?

*Or*

What are the disadvantages of trade secrets WTO trips ?

5. Discuss evolution and development of IPRs at International and National level International regime of IPR related to ..... (any *one* of the following) :

(a) Industrial Property.

*Or*

(b) Patents.

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**[5482]-21**

**P.G.D.I.E.M. (II Semester) EXAMINATION, 2018**

**201 : INTERNATIONAL ECONOMICS**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *five* questions.

(ii) All questions carry equal marks.

(iii) Your answers should be specific and to the point.

(iv) Support your answers with suitable live examples.

1. What is IMF ? Explain recent international monetary reforms with respect to less-developed countries. [14]
2. What is Tariff Policy ? Explain effects of Tariff Policy on Industrial Development of India. [14]
3. What is International Financial Institution ? Explain the functions of Asian Development Bank. [14]
4. Discuss Cost-Benefit theory and state its relevance in the present international trade scenario. [14]

P.T.O.

5. "Foreign trade is the engine of economic development." Discuss. [14]
6. Describe the structure and components of Balance of Payments. What is the nature of Balance of Payment of a developed and developing country ? [14]
7. Write short notes on (any *two*) : [2×7=14]
- (a) European Union
  - (b) Merits and demerits of free trade
  - (c) WTO and India
  - (d) United Nations Conference on Trade (UNCTAD).



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**[5482]-22**

**P.G.D.I.E.M. (II Sem.) EXAMINATION, 2018**  
**INTERNATIONAL MARKET RESEARCH**  
**(2008 Pattern)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Answer any *five* questions.

(ii) Each question carries **14** marks.

(iii) Figures to the right indicate marks for that question/  
sub-question.

(iv) Your answers should be specific and to the point.

1. Discuss in detail the organizational framework for international marketing research. Explain complexities in international marketing research. [14]
2. How the research process helps in defining problem very precisely ? Discuss. Explain the need of information for the same. [14]
3. Define the term secondary data. Which are different sources of collecting secondary data ? Discuss importance of internet a source of secondary data. [14]
4. Which are the different types of research designs ? Explain with the help of examples the use of experimental research design. How the experimental research design is carried out in research work ? [14]

P.T.O.

5. Discuss in detail the simple random sampling method, its types and advantages. Why the method is widely used in primary data collection ? Explain the method of actual data collection using this method. [14]
6. Discuss the steps involved in setting up and implementation of market research project in detail. [14]
7. Write short notes on (any *two*) : [14]
- (a) Readership survey
  - (b) Test marketing
  - (c) Export marketing mix
  - (d) Merits and demerits of desk research.

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**[5482]-23**

**PGDIEM (Second Semester) EXAMINATION, 2018**

**204 : EXPORT MANAGEMENT AND IMPORT MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

1. Explain in detail the following terms associated with export and import (any *two*) : [14]
  - (a) Ex-works
  - (b) FOB
  - (c) FAS
  - (d) CFR
  - (e) CIF.
2. Explain the role of EXIM Bank in Export and Import. [14]
3. Explain the provisions regarding export of software and fruit and vegetables. [14]

P.T.O.

4. Examine significance of canalization to the Import procedures. [14]
5. Explain the following terms with examples (any *two*) : [14]
- (a) EPZs
  - (b) EOUs
  - (c) TPs
  - (d) SEZs.
6. Explain the role of International standards of Quality system in Export and Import. [14]
7. Write short notes on (any *two*) : [14]
- (a) Export marketing Mix
  - (b) Letter of Credit
  - (c) Exchange control formalities
  - (d) Selection of overseas agent.
8. You are an entrepreneur and involved in software development. Explain how will you start your export business. [14]