

RW-6328

652301

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

I B and E-Commerce

INTERNATIONAL MARKETING

(CBCS-2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** questions.

1. What is global marketing ?
2. What is consumer decision-making ?
3. What is national product ?
4. Write a note on product positioning.
5. What is transfer pricing ?

6. What is "Counter-trade" ?
7. What product exhibition ?
8. What is meant by prize coupon ?
9. Who is a retailer ?
10. What is P.O.P ?

Section - B

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the need for good marketing environment.

(Or)

- (b) What is meant by consumer behaviour ?

12. (a) Briefly explain the term 'New Product'.

(Or)

(b) What is meant by product positioning ?

13. (a) State the significance of pricing strategies.

(Or)

(b) What is counter trade ? State its objects.

14. (a) Bring out the merits of personal selling.

(Or)

(b) Distinguish between Advertising and Salesmanship.

15. (a) What are direct and indirect channels ?

(Or)

(b) State the objectives of trade fairs.

Section - C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the various approaches to the study of International Marketing.
17. Explain the product life cycle concept in global market.
18. Describe the payment procedures in global trades.

19. Explain the advertising media followed in marketing products globally.

20. Discuss the importance and precautions of international marketing information system and research.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2010**International Business and E-Commerce****FOREIGN EXCHANGE MANAGEMENT**

(CBCS-2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

1. Define Foreign Exchange.
2. Explain the term Direct Quotation.
3. What is Nominal Effective Exchange rate ?
4. Explain the Crux of Asset Market Model.
5. What are Forward and Futures contracts ?
6. What do you mean by the term "Swap Deal" ?

7. What is Economic Exposure Risk ?
8. What is Hedging ?
9. What is European Option ?
10. What do you mean by the terms netting and off setting ?

Part - B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Who is FEDAI ? State their functions.

(Or)

- (b) Explain different types of options trade.

12. (a) Explain the features of Purchasing Power Parity Theory.

(Or)

(b) State the relevance of Interest Rate Parity Theory.

13. (a) Distinguish between Current Account Convertibility and Capital Account Convertibility.

(Or)

(b) Explain different types of Foreign Currency Accounts ?

14. (a) State the features of future contract.

(Or)

(b) What is option contract ? State its types with their purpose ?

15. (a) Explain the different types of currency swaps.

(Or)

(b) Explain the procedure for extending or cancelling the forward contract.

Part - C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the different forms of quoting exchange rate with example.
17. Describe the role of IMF in Exchange rate Management.
18. What is meant by Transaction Exposure Risk ? How it arises ? State the measures to control them.
19. Explain the need for different forms of Exchange control measures along with its relevance.
20. Describe the Economic consequences of exchange rate changes.

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010**INT. Business and E-Commerce****MANAGEMENT STRATEGIES OF MNCs**

(CBCS-2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

1. Define MNC.
2. Define 'Internationalization'.
3. What is Strategic Management ?
4. What is SWOT Analysis ?
5. What do you mean by Strategic Alliance ?
6. Define Joint Venture.

7. What do you mean by Competitive Advantage ?
8. What is market leadership ?
9. What is Business Ethics ?
10. What do you know about MNC Culture ?

Part - B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain the emergence and growth of MNCs.

(Or)

- (b) Discuss briefly different types of MNCs.

12. (a) What is meant by BCG Matrix ? Explain giving suitable example.

(Or)

(b) Explain different components of Strategies.

13. (a) Explain briefly the concept of Business Process Outsourcing with appropriate example.

(Or)

(b) Critically examine international Strategic alliance giving suitable example.

14. (a) Explain the need and importance of Strategic Planning.

(Or)

(b) Briefly explain environmental Scanning and Planning.

15. (a) Briefly explain organizational theories applicable to MNCs.

(Or)

(b) Discuss briefly social responsibilities of MNCs.

Part - C

(3 × 10 = 30)

Answer any **three** questions.

16. Critically examine the benefits and problems posed by MNCs for the host and source country.
17. Discuss in detail different levels of strategies that the MNC can formulate.
18. Discuss different ownership strategies by which MNC can operate. Bring out the merits and limitations of each.
19. What do you mean by 'Core Competence' ? Explain the case of MNC having Core Competence.
20. Compare and contrast European and American organizational designs of MNCs.

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RW-6331

652304

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

I.B and E Commerce

**LEGAL ENVIRONMENT OF INTERNATIONAL
BUSINESS**

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

1. What is import licence ?
2. What is foreign trade ?
3. Write a note on 'Patents'.
4. What are patent regulations ?
5. What is 'Merchandise' ?
6. What is violation of trademark rights ?

7. What is domestic arbitration ?
8. Write a note on tribunal.
9. What are cyber laws ?
10. What is capital account transaction ?

Part - B

(5 × 5 = 25)

Answer **all** questions, choosing *either* (a) *or* (b).

11. (a) What are the duties of a seller ?

(Or)

- (b) Write the obligations of a buyer.

12. (a) State the need for patent rights.

(Or)

(b) Bring out the implications of IPRS.

13. (a) State the procedure for registration.

(Or)

(b) List down the remedies for the violation of trademark rights.

14. (a) State the purpose of arbitration.

(Or)

(b) Enumerate the steps in arbitral proceeding.

15. (a) How is transfer of property effected outside India ?

(Or)

- (b) Explain briefly the need for cyber laws.

Part - C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the role of DGFT and narrate the exemptions from FTDR Act.
17. Describe the provisions related to secrecy direction, application for patent out of India and life of patents.

18. Explain the privileges to nationals and non-nationals, relating to foreign trade mark.

19. Explain the foreign arbitral awards, the intervention of court in conciliation.

20. Explain the rules relating to foreign exchange possession, retention, realization and surrender.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2010**Int. Bus. and E-Commerce****Elective : CUSTOMS HOUSE AGENTS LICENSING
REGULATIONS (CHALR)**

(CBCS-2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

1. Explain Shipping Bills.
2. What is Bonding ?
3. What do you mean by customs formalities ?
4. What is Pre-Shipment credit ?
5. What are the various export incentives ?

6. What is ICEGATE ?
7. What is Free Re-entry ?
8. Explain Duty Drawback.
9. Explain shortly Post-Shipment Finance.
10. What are the various Insurance Documents ?

Part - B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What the details furnished in Shipping Bill ?
Explain.

(Or)

- (b) Explain the procedure for assessment and payment of duty on import.

12. (a) Discuss the features of ICES.

(Or)

(b) Explain the procedure for Assessment and Payment of Duty.

13. (a) Describe the benefits and demerits of Foreign Trade (Development and Regulation) Act, 1992.

(Or)

(b) Explain the salient features of Central Excise Act, 1994.

14. (a) Explain the merits and demerits of On-Line filling of electronic shipping bill.

(Or)

- (b) What is Indian Customs electronic Data Interchange System ? Explain its features.

15. (a) Write a brief note on On-Line filling of Electronic shipping bill.

(Or)

- (b) What do you meant by Indian Custom Electronic Data Interchange System ?

Part - C

(3 × 10 = 30)

Answer any **three** questions.

16. Give a detailed account on procedure for preparation of various kinds of bills of entry and shipping bills.

17. Explain the importance, merits and limitations of Electronic Data Interchange Gateway in On-Line filling.

18. Explain the provision of Foreign Exchange Management Act, 2000 related to export.

19. List out the items prohibited for import and export in India. Explain the reasons for each item.

20. Explain export promotion schemes and its impact with a suitable example.

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RW-6333

652703

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

Int. Bus. and E-Commerce

I/D : GLOBAL BUSINESS INFORMATION SYSTEM

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

1. What is Data ?
2. Define MIS.
3. What is System Software ?
4. What is a Hardware ?
5. What do you mean by Tele communication Networks ?

6. What is synchronization ?
7. What is E-tendering ?
8. List any two uses of E-Advertising.
9. What is Deception ?
10. What is Intrusion ?

Part - B

(5 × 5 = 25)

Answer **all** questions.

- 11 (a) Explain the concept of system approach in detail

(Or)

- (b) What do you mean by Global Business Information System.

12. (a) Compare Computer Hardware and Software.

(Or)

(b) Distinguish between System Software and Application Software.

13 (a) What is Image processing ? Explain its advantages.

(Or)

(b) Explain the features of Gateway packet service.

14 (a) Write a note on E-banking and its advantages.

(Or)

- (b) Explain the Marketing Information System in detail.
- 15 (a) List down the security precautions with examples.

(Or)

- (b) Explain the Decision Support System.

Part - C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the procedure involved in MIS design for MNC's.
17. How will you design database Management system for MNC's.

18. Write a short note on 'Electronic Meeting System'.

19. Explain the Applications of Information Technology in E-business.

20. Write a note on 'Information System Models'.

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RW-6334

652204

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

Int. Bus. and E-Commerce

GLOBAL BUSINESS COMMUNICATION

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** the questions.

1. Define “Internet”.
2. Define “Culture”.
3. Define “Drafting”.
4. What is situational report ?
5. What is meant by Oral presentation ?

6. Define “Visual aids”.
7. What is meant by Complementary closing ?
8. Define “Executive summary”.
9. What is meant by credit risk ?
10. Define “Status enquiries”.

Section - B

(5 × 5 = 25)

Answer **all** questions.

- 11 (a) Briefly explain the essentials of ethics in Communication.

(Or)

- (b) List out the variables of group communication.

12. (a) What are the points to be considered in business writing ? Explain.

(Or)

- (b) Briefly explain the method of business writing for routine messages.

- 13 (a) Briefly explain the contributions of delivering in business presentation.

(Or)

- (b) What are the salient features of work team presentation ?

- 14 (a) Briefly explain the importance of inside address and envelope in business letters.

(Or)

(b) Write a short note on “Transmitted Document”.

15 (a) List out the importance and objectives of Cargo insurance.

(Or)

(b) Write a short note on “ECGC”.

Section - C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the various strategies for communicating across different cultures.

17. Discuss the 3ps of business writing.

18. What are the applications of visual aids in business presentation ? Explain.

19. Explain the objectives and methodology in formative international business reports.

20. Draw out a specimen correspondence with clearing and forwarding agents.

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RW-6335

652205

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

Int. Bus. and E-Commerce

E-BUSINESS MODELS

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** the questions.

1. What do you mean by E-Commerce ?
2. What do you mean by E-Cheque ?
3. What is Data Warehousing ?
4. What is a Distributed Software in e-commerce ?
5. Who are intruders in E-Commerce ?

6. What is a Global Debit Card ?
7. What is Tele Banking ?
8. What is a Portal ?
9. What is the push advertisement strategy followed in e-mail marketing ?
10. What is the role of Search engines in E-business ?

Section - B

(5 × 5 = 25)

Answer **all** questions.

- 11 (a) Analyze the sectors of industry in which B2C e-business is successful. What are the reasons ?

(Or)

- (b) Evaluate the reasons for failures in E-business initiatives in India.

12. (a) Analyze the different types of frauds and misuse possibilities in internet banking. How can they be checked ?

(Or)

- (b) Explain the Electronic Fund Transfer process with illustrations.

- 13 (a) Compare the advantages of advantages of traditional advertising with that of internet advertising.

(Or)

- (b) Explain the need, scope and advantages of online catalogs.

- 14 (a) Explain the positive and negative effects of credit card system in banks.

(Or)

- (b) How hacking can be handled in e-banking ?

- 15 (a) Define the different terminologies in EDI.
What are the benefits of EDI ?

(Or)

- (b) Explain the inter-relationships of Business from EDI point of view.

Section - C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the implementation problems of G2C, G2B and G2G models of e-business.
17. Explain the evolution of E-commerce and E-banking in India and analyze the trend.
18. Explain the various strategic options in implementing electronic Advertising programmes.

19. Explain the various security tools in Electronic Payment systems.

20. Analyse the benefits and applications of EDI in E-commerce.

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RW-6336

652702

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

Int. Bus. and E-Commerce

QUANTITATIVE METHODS

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Operations Research.
2. Write a short note on Decision tree.
3. State four application areas of Linear programming.
4. What are Corner Points ?

5. What are mutually exclusive events ?
6. What is conditional probability ?
7. State the Rules for Dominance.
8. What is principle of Dominance ?
9. What is Conditional Profit ?
10. What is Expected Opportunity Loss (EOL) ?

Section - B

(5 × 5 = 25)

Answer **all** the questions.

- 11 (a) “Operations Research is a continuing process”. Justify.

(Or)

- (b) Explain four advanced Operations Research techniques.

12. (a) Explain : (i) Sensitivity analysis (ii) Stepping stone method.

(Or)

- (b) A finished product must weigh exactly 150 grams. The two raw materials used in manufacturing the product are A, with a cost of Rs. 2 per unit and B with a cost of Rs. 8 per unit. At least 14 units of B and not more than 20 units of A must be used. Each unit of A and B weighs 5 grams and 10 grams respectively.

How much of each type of raw material should be used for each unit of final product in order to minimize the cost ? Use Simplex method.

- 13 (a) Explain theory of probability. State the application of Baye's theorem.

(Or)

(b) From a well shuffled pack of 52 cards. 2 cards are drawn at random. What is the probability that both of them are Queen cards. Assume that there is no replacement of the card after the first draw ?

14 (a) “A game refers to a situation of business conflict”. Discuss.

(Or)

(b) Solve the game for the pay-off matrix :

	B	
	B ₁	B ₂
A ₁	-6	7
A ₂	4	-5
A ₃	-1	-2
A ₄	-2	5
A ₅	7	-6

15 (a) Indicate the difference between decision under Risk and Uncertainty in statistical decision theory.

(Or)

(b) A business man has two independent investments A and B available to him ; but he lacks the capital to undertake both of the simultaneously. He can choose to take a first and then stop, or if A is successful then take B, or vice versa. The probability of success on A is 0.7, while for B it is 0.4. Both investments require an initial capital outlay of Rs. 2,000 an both return nothing if the venture is unsuccessful. Successful completion of A will return Rs. 3,000 (overcost), and successful completion of B will return Rs. 5,000 (overcost). Draw the decision tree and determine the best strategy.

Section - C

(3 × 10 = 30)

Answer any **three** questions.

16. “Operations Research increase creative and judicious capabilities of a decision maker”.
Comment.
17. Solve the following transportation problem using North-west corner rule for initial feasible solution.

A company has 3 plants p_1, p_2, p_3 , each producing 50, 100 and 150 units of a similar product. There are five warehouse w_1, w_2, w_3, w_4 , and w_5 having demand of 100, 70, 50, 40 and 40 units respectively.

The cost of sending a unit from various plants to the warehouse differs as given by the cost matrix below. Determine a transportation schedule so that cost is minimized :

	W_1	W_2	W_3	W_4	W_5	a_i
P_1	20	28	32	55	70	50
P_2	48	36	40	44	25	100
P_3	35	55	22	45	48	150
b_j	100	70	50	40	40	300/300

18. (a) Find out the probability of getting (a) Three Heads (b) at least Two heads and (c) at least 1 Head, when 5 coins are tossed simultaneously.
- (b) Explain the characteristics of binomial distributions and the conditions for application of binomial distributions.
19. The labour contract between your company and the union is going to terminate very shortly. The management has to decide whether to negotiate with the union or to delay. The union leadership might be adamant and insist on their original demands, they may be ready to compromise or they may be willing to yield. The pay-off matrix to management is as given below :

Management

Union

Adamant Compromise Yield

Negotiate

-2

1

2

Delay

5

-2

-3

- (i) What should be the strategy for the management and the union ?
- (ii) What will be the value of the game ?
- (iii) Is there a saddle point solution ?

20. A company is contemplating whether to produce a new product. If it is decides to produce the product it must either install ; a new division which needs cash outlay of four lakh rupees, or work overtime with overtime expenses of Rs. 1.5 lakhs. If the company decides to install a new division, it needs the approval of Government, and the company feels that there is a 70% chance of getting the approval.

A market survey has revealed the following facts regarding the magnitude of sales for the new product.

Magnitude of Sales	Probability	Resulting Profit (in Rs. Lakhs)
High	.45	15
Medium	.30	7

Sales	(in Rs. Lakhs)	
Low	.20	3
Nil	.05	-5 (loss)

However by resorting to overtime, the company will not be in a position to meet the high magnitude of sales. It will be able to satisfy upto the level of medium magnitude only, even if high magnitude of sales results.

Solve the problem to suggest. Which option should be selected ?

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RW-6337

652401

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

International Banking and E-Commerce
INTERNATIONAL MARKETING LOGISTICS

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** questions.

1. What is global marketing ?
2. What is transchart ?
3. Write a note on tramp operations.
4. What is freight ?
5. Write a note on 'slevedores'.

6. What are forwarding charges ?
7. What is Cargo management ?
8. State the meaning of demurrage.
9. What is terminal stuffing ?
10. Write a note on container depots.

Section - B

(5 × 5 = 25)

Answer **all** questions.

- 11 (a) What are the essentials of supply chain management ?

(Or)

- (b) State the objectives of global marketing management.

12. (a) Bring out the benefits of conference system.

(Or)

(b) What are the essentials of multi-modal transport system ?

13 (a) State the role of freight brokers.

(Or)

(b) Are surveyors essential in global marketing ? Briefly explain.

14 (a) What are the basic requirements of a port ?

(Or)

(b) State the need for storage in ports.

- 15 (a) Make a note on the technological developments in ocean.

(Or)

- (b) Bring out the significance of IATA rules.

Section - C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the need for transchart organisation and functions of transchart.
17. Describe the characteristics of shipping transport and difficulties faced in shipping transport.
18. Explain the functions and services of intermediaries in global marketing.

19. Explain the need for effective structural and cargo handling facilities in international marketing.

20. Explain the existing international set up for air transport and also outline the merits and defects therein.

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RW-6338

652402

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

Int. Bus. and E-Commerce

MULTINATIONAL FINANCIAL MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** questions.

1. Define Volatility.
2. How do you identify investment markets ?
3. Define Budgeting.
4. What do you mean by inflation ?
5. What is netting ?

6. Define Off shore production.
7. Define International financing.
8. What are debt instruments ?
9. Define Cost of capital.
10. What is a debt ?

Section - B

(5 × 5 = 25)

Answer **all** questions.

- 11 (a) Bring out the recent trends in Multinational financial Management.

(Or)

- (b) Explain the international monetary system.

12. (a) Differentiate Parent *vs.* Project cash flows.

(Or)

(b) Discuss the need for operating policies.

13 (a) Brief the objectives of international cash management.

(Or)

(b) Bring out the implications of exchange rates.

14 (a) Explain the sources of short term financing.

(Or)

(b) Discuss the applications of various debt instruments.

- 15 (a) How do you determine overall cost of capital ? Explain.

(Or)

- (b) Differentiate Debt and Equity flow analysis

Section - C (3 × 10 = 30)

Answer any **three** questions.

16. Elaborate the role of IMF and World bank.
17. Enumerate the planning and operating policies to deal with risk.
18. Explain the management of short term investment portfolio.
19. Discuss the sources of Euro-notes and Euro commercial papers.
20. Describe any one theory relating to capital structure of MNC.

RW-6339

652504

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

Int. Bus. and E-Commerce

**Elective : WTO – CONSTITUTION AND
OPERATIONS**

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

1. Why WTO is formed ?
2. Give the meaning of Tariff barriers.
3. What is market access in WTO ?
4. Explain the term Trade Distorting.
5. What is Ad-valorem duty ?

6. Why General Agreement on Trade in services made ?
7. Give the meaning of TRIPS.
8. Define TRIMS.
9. What is minimum standard ?
10. What is movement of natural person ?

Part - B

(5 × 5 = 25)

Answer **all** questions
choosing **either** (a) **or** (b).

- 11 (a) What are the principles of WTO Trading system ?

(Or)

(b) What are the privileges of WTO members ?

12. (a) How tariff Binding helps the WTO's operations ?

(Or)

(b) How Trade Distorting subsidies help the agriculture ?

13 (a) Explain the rules of customs duties, valuation.

(Or)

(b) Explain the role of Agreement on Rules of origin.

14 (a) What are the basic principles of TRIPS ?

(Or)

- (b) Write the elements of agreements on TRIPS.
- 15 (a) What are the permitted exceptions of TRIMS ?

(Or)

- (b) What are the role of Trade facilitators ?

Part - C

(3 × 10 = 30)

Answer any **three** questions.

16. Narrate the contents of the Articles of WTO and the role of articles in promoting WTO.
17. List down the various Tariff and Non-tariff barriers.
18. Write the role of GATT in the promotion of Foreign Trade.

19. How the TRIPS protect the unscrupulous foreign trade ?

20. How the Trade Related Investment Measures (TRIMS) disputes arise and own such disputes are settled ?

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2010**Int. Bus. and E-Commerce****INTERNATIONAL MARKETING****(CBCS—2007 Batch)**

Time : 3 Hours

Maximum : 100 Marks

Answer **all** the questions. (5 × 20 = 100)

Each question carries 20 marks.

1. (a) Define International Marketing. How does it differ from domestic market ? Explain the factors that affect the environment for International Marketing ?

(Or)

- (b) What is Consumer buying behaviour ? Explain the importance of consumer behaviour in the international context.

2. (a) What is Market Segmentation ? Discuss the bases for segmenting consumer and business markets ?

(Or)

- (b) Explain the steps in the new product development process in International marketing.

3. (a) Why is it so difficult to control consumer prices when selling overseas ?

(Or)

- (b) What are the important factors that affect pricing decisions in International marketing ?

4. (a) Describe the major decisions involved in developing an advertising programme.

(Or)

- (b) “It is costly to maintain an international sales force”. Comment.

5. (a) Describe briefly the main channels of distribution used in Export marketing ? Which one would you recommend for the product of a small manufacturer and why ?

(Or)

- (b) Explain the various types of intermediaries who exist in the international market.

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RW-6341

652202

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

Int. Bus. and E-Commerce

INTERNATIONAL ECONOMICS

(CBCS—2006 Batch)

Time : 3 Hours

Maximum : 100 Marks

Answer **all** the questions. (5 × 20 = 100)

Each question carries 20 marks.

1. (a) Explain the significant features of Absolute and Comparative Cost theories in the field of International trade.

(Or)

- (b) How do modern theories differ from classical theories ? Explain them, outlining their favourable points.

2. (a) Discuss the theory of immersing growth and its implications in global trade.

(Or)

- (b) Discuss the types of regional arrangements for effective economic integration and explain.

3. (a) Explain the purchasing power parity theory and its main features and implications.

(Or)

- (b) Describe the disequilibrium in Balance of Payment and various adjustments made for equilibrium.

4. (a) Describe the role of world bank in the international economic development.

(Or)

- (b) Discuss the issues and initiatives in connection with international debt problems.

5. (a) Explain the significance of Foreign Direct Investment in global trade.

(Or)

- (b) Enumerate the international labour migration types and explain the factors involved in labour migration.

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RW-6342

652203

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010
International Business and E-Commerce
EXPORT MANAGEMENT AND DOCUMENTATION
(CBCS—2006 Batch)

Time : 3 Hours

Maximum : 100 Marks

Answer **all** the questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. (a) What is a Letter of Credit ? Explain the different forms of Letter of Credit.

(Or)

- (b) Explain packing credit. List the requirements for packing credit.

2. (a) What are the documents required for customs clearance in relation to export by ship ? Explain.

(Or)

- (b) What are the different types of pre-shipment inspections ? Explain the procedure followed in each type of pre-shipment inspection.

3. (a) Explain the scheme for Export of gold/silver jewellery and articles against gold/silver supplied by foreign buyer.

(Or)

- (b) Explain the important clauses of Marine Insurance policies.

4. (a) Explain the document of carriage and the liabilities of Air Carrier under the provision of the Carriage by Air Act.

(Or)

- (b) Explain the role of Indian Institute of Foreign Trade (IIFT) in promoting foreign trade .

5. (a) Write short notes on :

- (i) Duty Drawback.
- (ii) Deemed export.
- (iii) Green cards.

(Or)

(b) Write short notes on :

- (i) Export documentation.
- (ii) Document on acceptance.
- (iii) Forward contract.

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RW-6343

652503

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

International Business and E-Commerce

**LEGAL ENVIRONMENT OF INTERNATIONAL
BUSINESS**

(CBCS–2006 Batch)

Time : 3 Hours

Maximum : 100 Marks

Answer **all** questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) What are the differences between Sale and Agreement to sell.

(Or)

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- (b) Describe the powers of the Central Government in relation to import and export.

2. (a) Explain the evolution and background of the Patents Act.

(Or)

- (b) How a patent is secured and obtained ?

3. (a) (i) What is infringement of TradeMark ?

- (ii) What is not infringement of Trade Mark ?

(Or)

- (b) Explain the passing off action permissible against a Registered Trade Mark.

4. (a) What is an Arbitration Agreement ? Explain its merits and demerits.

(Or)

- (b) Explain the powers and duties of Arbitrators.

5. (a) Write the background of Foreign Exchange Management Act and explain the provisions relating to Non Resident (External) Rupee account scheme.

(Or)

- (b) Explain the norms to be fulfilled for export of goods and services. When the export of goods and services can be done without declaration ?

RW-6344

652505

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

International Business and E-commerce

IMPORT MANAGEMENT

(CBCS–2006 Batch)

Time : 3 Hours

Maximum : 100 Marks

Answer **all** questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. (a) Explain in detail the general provision in regarding imports and exports business in India.

(Or)

- (b) Explain the implication of latest foreign trade policy in India.

2. (a) How can we get the import duty exemptions in India ?

(Or)

- (b) What do you mean by Trade agreements ? How far it is useful to international business ?

3. (a) Explain the different steps for selecting the overseas supplier and explain how to execute it.

(Or)

- (b) What are the pricing modes we used in the international trade ? State the various modes of settlement of payment in foreign trade.

4. (a) Write down the functions of

- (i) Carrier shipping agent.
- (ii) Customs brokers and
- (iii) Forwarding agent.

(Or)

(b) Critically examine the objectives, nature and highlight of new EXIM policy.

5. (a) Explain the RBI's regulations for making payments for imports.

(Or)

(b) Explain the various documents used in the import of goods in detail.

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RW-6345

652301

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

**International Business and E-commerce
INTERNATIONAL MARKETING LOGISTICS**

(CBCS–2006 Batch)

Time : 3 Hours

Maximum : 100 Marks

Answer **all** questions.

Each question carries 20 marks.

(5 × 20 =100)

1. (a) Explain the organisation and functions of Tranchart.

(Or)

- (b) Describe the objectives and scope of marketing logistics system.

2. (a) Explain the importance of liner operations and tramp operations.

(Or)

- (b) Describe the characteristics of shipping transport.

3. (a) How would you classify intermediaries ? Explain them.

(Or)

- (b) Describe the role of forwarding agents and freight brokers.

4. (a) Describe the different handling facilities in ports.

(Or)

- (b) How would you classify ports ? Explain them.

5. (a) Describe the recent developments in ocean transport.

(Or)

- (b) Write short note on :

- (i) IATA.
- (ii) Demurrage.
- (iii) Supply chain management.
- (iv) Containerisation.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

International Business and E-Commerce

FOREIGN EXCHANGE MANAGEMENT

(CBCS–2006 Batch)

Time : 3 Hours

Maximum : 100 Marks

Answer **all** questions.

All questions carry equal marks.

Each question carries 20 marks.

(5 × 20 = 100)

1. (a) Who are the principal users of the forward market ? What are their motives ?

(Or)

- (b) What is foreign exchange ? Identify and discuss the concept and significance of foreign exchange.

2. (a) Explain briefly the purchasing power parity theory of foreign exchange.

(Or)

- (b) Write the concepts of nominal and real effective exchange rates.

3. (a) What is derivatives ? Write down the various popular derivatives briefly.

(Or)

- (b) What is future contract ? Differentiate Future contract from Forward contract.

4. (a) What do you mean by exposure ? Write the different types of exposure risks.

(Or)

- (b) Write down the economic components of foreign exchange risk management.

5. (a) Write short notes on NOSTRO, VOSTRO and LORO accounts.

(Or)

- (b) Discuss the various measures of exchange control in detail.

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RW-6347

652704

M.B.A. DEGREE EXAMINATION, NOVEMBER 2010

International Business and E-Commerce

MANAGEMENT STRATEGIES OF MNCs

(CBCS–2006 Batch)

Time : 3 Hours

Maximum : 100 Marks

Answer **all** the questions.

Each questions carries 20 marks.

(5 × 20 = 100)

1. (a) Explain the factors behind growth of MNCs in India.

(Or)

- (b) Examine the benefits of MNCs to the host and home countries.

2. (a) “Multinational strategic planning is more complex than such purely domestic planning”. Do you agree ? Explain with examples.

(Or)

- (b) Describe the components of the strategic management model.

3. (a) Describe the different levels of strategies.

(Or)

- (b) Explain the process of strategy formulation.

4. (a) Discuss the problems and prospects associated with mergers and acquisition.

(Or)

- (b) Examine the strategies adopted by MNCs while entering and for expansion of business.

5. (a) Describe the organizational strategies suitable for MNCs.

(Or)

- (b) Do the MNCs have social responsibilities ? State your arguments for and against social responsibilities of MNCs.

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