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[3892]-101

P. G. D. I. E. M. (Semester - I) Examination - 2010

MANAGERIAL ECONOMICS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt any five questions.*
 - (2) All questions carry equal marks.*
 - (3) Draw suitable diagrams wherever necessary.*
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- Q.1)** Define Micro and Macro Economics. Describe Micro and Macro Economic concepts used in Managerial Economics.
- Q.2)** Why Monopolistic Competition is considered as realistic type of Market Category ? Explain in the context of its special features.
- Q.3)** What is Production Function ? Explain increasing, decreasing and negative returns to Scale.
- Q.4)** Explain phases of a business cycle and suggest measures to stabilise economy.
- Q.5)** State objectives of Credit Control and explain any two general and selective measures of Credit Control.
- Q.6)** (A) What is practical significance of Price Elasticity of Demand ?
(B) Describe nature of Indian Money Market.

Q.7) Write notes : (Any Two)

- (a) Price Discrimination
 - (b) Types of Risks
 - (c) Need for Demand Forecasting
 - (d) Shapes of Short Run and Long Run Cost Curves
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Total No. of Questions : 7]

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P. G. D. I. E. M. (Semester - I) Examination - 2010

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)** Discuss various Export Promotion Schemes with suitable examples.
- Q.2)** Explain Preliminary Formalities of Export with reference to Export Procedure and Documentation.
- Q.3)** What is the role of Overseas Agent and Remittance of Commission in Export ?
- Q.4)** Describe various Categories of Export and Exim Policy, 2009-2010 declared by Government of India.
- Q.5)** (A) Discuss various Modes of Export Shipment and Transport.
(B) Explain Procedure for Registration of Exporter.
- Q.6)** Explain the following Export Procedures with suitable example :
 - (a) Marine Insurance of Export Cargo
 - (b) Excise Clearance for Exports
 - (c) Quality and Pre-shipment Inspection
- Q.7)** Explain types of Export Houses with suitable examples and write a note on Exim Bank of India.

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3892]-103

P. G. D. I. E. M. (Semester - I) Examination - 2010

MARKETING MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt any five questions.*
 - (2) All questions carry equal marks.*
 - (3) Logical reasoning to justify your answers and relevant examples will carry more marks.*
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- Q.1)** Explain how study of Consumer Behaviour is useful in determining Marketing Strategy by the Marketer.
- Q.2)** Explain difference between International and Domestic Advertising with the help of examples.
- Q.3)** “Cross Cultural Issues play an important role in deciding International Marketing Strategies.” Explain with relevant examples.
- Q.4)** What is a Brand ? Explain Process of Branding. Also mention specific advantages of Branding. Give examples.
- Q.5)** Discuss factors that influence selection of Distribution Channels for Consumer Products with relevant examples.
- Q.6)** 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.

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

- (a) Sales Forecasting Techniques
 - (b) E-commerce
 - (c) International Exhibitions and Trade Fairs
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Total No. of Questions : 6]

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P. G. D. I. E. M. (Semester - I) Examination - 2010

MANAGERIAL ECONOMICS

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

- (1) Attempt any four questions.*
 - (2) All questions carry equal marks.*
 - (3) Draw suitable diagrams wherever necessary.*
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Q.1) Define Managerial Economics. Explain Subject Matter of Micro and Macro Economics.

Q.2) Why Demand needs to be Forecasted ? Explain any two methods of Demand Forecasting.

Q.3) Explain features of all imperfect Market Categories.

Q.4) What is Production Function ? Explain why a firm experiences different types of returns to scale ?

Q.5) (A) Explain shape of Short Run and Long Run Cost Curves.

(B) Distinguish between Risk and Uncertainty.

Q.6) Write notes : **(Any Two)**

(a) Increase and Expansion of Demand

(b) Features of Indian Money Market

(c) Game Theory

(d) Open Market Operations

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Total No. of Questions : 6]

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P. G. D. I. E. M. (Semester - I) Examination - 2010

EXIM POLICY, EXPORT PROCEDURE AND DOCUMENTATION

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

(1) Attempt any four questions.

(2) All questions carry equal marks.

Q.1) Discuss preliminary activities for Exports in India as per EXIM Policy, 2009-10.

Q.2) What is the role of various Export Promotion Schemes for the growth of Indian Economy ?

Q.3) Explain Concept of Duty Drawback with the help of the following points :

(1) Advance Licence

(2) Replenishment Licences

(3) Special Interest Licence

Q.4) Discuss provisions of EXIM Policy, 2009-10 regarding Export of Principal Commodities in India.

Q.5) Explain various provisions of EXIM Policy for Export Promotion of Capital Goods Scheme with suitable examples.

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

- (a) EHTP and EOU's
 - (b) Types of Export Houses
 - (c) Free Trade Zones
 - (d) EXIM Bank of India and its role in Export Promotion
 - (e) Benefits of Exports
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Total No. of Questions : 6]

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[3892]-13

P. G. D. I. E. M. (Semester - I) Examination - 2010

MARKETING MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

- (1) Attempt any four questions.*
 - (2) All questions carry equal marks.*
 - (3) Logical reasoning to justify your answers and relevant examples will carry more marks.*
-
-

- Q.1)** Explain any two Distribution Channels appropriate to House-hold Appliances of your choice.
- Q.2)** Define Pricing. State and explain various factors (Internal and External) influencing the Pricing Decisions of Products.
- Q.3)** Explain purpose and advantages of Packaging with the help of examples. Also discuss new trends in Packaging.
- Q.4)** What is Branding ? Explain importance of Branding in the present day's competitive business environment.
- Q.5)** "Marketing Mix is the instrument that can keep organisation successful though its products may rise and decline in their respective life cycles." Discuss with examples.

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

- (a) Post Buying Behaviour
 - (b) Market Entry Strategies
 - (c) Exclusive Dealership
 - (d) Advertising and Publicity
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P. G. D. I. E. M. (Semester - II) Examination - 2010

INTERNATIONAL ECONOMICS

(New 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 Factor Endowment Theory of International Trade with the help of suitable example.
- Q.2)** What is meant by Balance of Payments Disequilibrium ? Give a brief account of the important causes of the Balance of Payments Disequilibrium and measures to correct this Disequilibrium.
- Q.3)** Distinguish between Free Trade and Protected Trade. What role would you assign to Protection Policy in the present context ?
- Q.4)** What do you understand by 'Product Diversification' ? Explain its advantages.
- Q.5)** Discuss nature and problems of International Liquidity and assess role of I.M.F. in this regard.
- Q.6)** What are the aims and objectives of Asian Development Bank ? Critically appraise its performance.
- Q.7)** Write short notes : **(Any Two)**
 - (a) Effects of International Trade
 - (b) Functions of World Bank
 - (c) European Union
 - (d) WTO and India

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Total No. of Questions : 7]

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[3892]-203

P. G. D. I. E. M. (Semester - II) Examination - 2010

EXPORT AND IMPORT MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Attempt **any five** questions.*

*(2) All questions carry equal marks i.e. **14** each.*

Q.1) Explain the following terminology in Export and Import :

- (a) FOB
- (b) FAS
- (c) CFR
- (d) CIF

Q.2) Explain Export and Import Documentation and Procedure.

Q.3) Explain provisions regarding Export of Software and Floricultural Products.

Q.4) Examine significance of Canalization to the Import Procedure.

Q.5) Explain role of Exim Bank in Export and Import.

Q.6) Discuss need and importance of recently updated Export and Import Policy.

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

- (a) Recoveries of Customers
- (b) Export Pricing
- (c) ISO 9000 Series
- (d) Bill of Entry

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Total No. of Questions : 7]

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P. G. D. I. E. M. (Semester - II) Examination - 2010

INTERNATIONAL ECONOMICS

(Old 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)** Distinguish between Internal and International Trade. What are the limitations to the growth of International Trade ?
 - Q.2)** Enumerate different items in the Balance of Payment. Bring out their significance.
 - Q.3)** What are the merits and demerits of Free Trade Policy ? What is its relevance in the era of Globalisation ?
 - Q.4)** What are the Special Foreign Trade Problems of Less Developed Countries ? Explain role of GATT in solving them.
 - Q.5)** Examine critically role of International Monetary Fund in maintaining International Liquidity.
 - Q.6)** What are the aims and objectives of Asian Development Bank ? Critically appraise its performance.
 - Q.7)** Write notes on **any two** of the following :
 - (a) European Union
 - (b) Product Diversification
 - (c) System of Barter Trade
 - (d) Factor Mobility

Total No. of Questions : 8]

[Total No. of Printed Pages : 1

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P. G. D. I. E. M. (Semester - II) Examination - 2010

INTERNATIONAL MARKET RESEARCH AND
EXPORT MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

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

Q.1) What is International Marketing Research. Discuss any two applications of International Marketing Research.

Q.2) Why is it necessary to estimate value and cost of information before conducting International Research ?

Q.3) How does exploratory, descriptive and causal studies differ from each other ?

Q.4) What is Secondary Data ? Why is it necessary to critically review Secondary Data available ?

Q.5) What factor would you take into consideration while designing a Questionnaire ?

Q.6) Explain need and importance of International Market Opportunity Analysis in detail.

Q.7) Discuss role of International Market Research in boosting Rate of Exports.

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

- (a) Export Promotion Schemes
- (b) Exim Bank of India
- (c) Shipment of Goods
- (d) Overseas Agent

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

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P. G. D. I. E. M. (Semester - II) Examination - 2010

IMPORT MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

- (1) Attempt *any four* questions.
 - (2) All questions carry equal marks i.e. 15 each.
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-

Q.1) Explain Objectives of Recently Updated Import Policy.

Q.2) Explain in detail which Exchange Control Formalities are binding upon the Importer.

Q.3) Explain relevance of Letter of Credit with the Import Procedure.

Q.4) Elaborate various provisions for Import in India.

Q.5) Discuss various restrictions for Import in India.

Q.6) Write a detailed note on Import Pricing and Supplier Selection.

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

- (a) Role of EXIM Bank
- (b) Customer Valuation Rules
- (c) Letter of Credit
- (d) Categories of Importers