

**POST GRADUATE DIPLOMA IN
INTERNATIONAL BUSINESS
OPERATIONS/MASTER OF COMMERCE**

Term-End Examination

June, 2005

**IBO-01 : INTERNATIONAL BUSINESS
ENVIRONMENT**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions including question no. 1 which is **compulsory**. All questions carry equal marks.

1. (a) Write short notes on any **two** of the following : 5+5
- (i) TRIPS
 - (ii) International Finance Corporation
 - (iii) LIBOR
 - (iv) Special Drawing Rights
- (b) Distinguish between any **two** of the following : 5+5
- (i) American Depository Receipt and Global Depository Receipt
 - (ii) Balance of Payments - Current Account and Balance of Payments - Capital Account
 - (iii) Preferential Trading Arrangements and Free Trade Areas
 - (iv) Monetary Policy and Fiscal Policy

2. Define international business environment. What are its major components ? How does the home country environment affect the international business operations of a firm ? Give suitable examples in support of your answer. 5+5+10

3. Briefly explain the modern theory of trade with underlying assumptions. 20

4. Do you think that the effects of globalisation have been favourable on the world economy ? Discuss. 20

5. What do you understand by TRIMs (Trade Related Investment Measures) ? What are the provisions of TRIMs under Marrakesh Agreement ? 8+12

6. Analyze the major trends in world trade in recent years. What are the changes that have taken place in its composition and geographical distribution in recent years ? 10+10

7. What are the four basic types of regional economic groupings ? Describe their main features, and give suitable illustrations in support of your answer. 6+14

8. Explain the concept and different forms of Alternate Dispute Resolution. 20

**POST GRADUATE DIPLOMA IN
INTERNATIONAL BUSINESS
OPERATIONS/MASTER OF COMMERCE**

Term-End Examination

June, 2005

**IBO-02 : INTERNATIONAL MARKETING
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : *Attempt both Part A and Part B.*

PART A

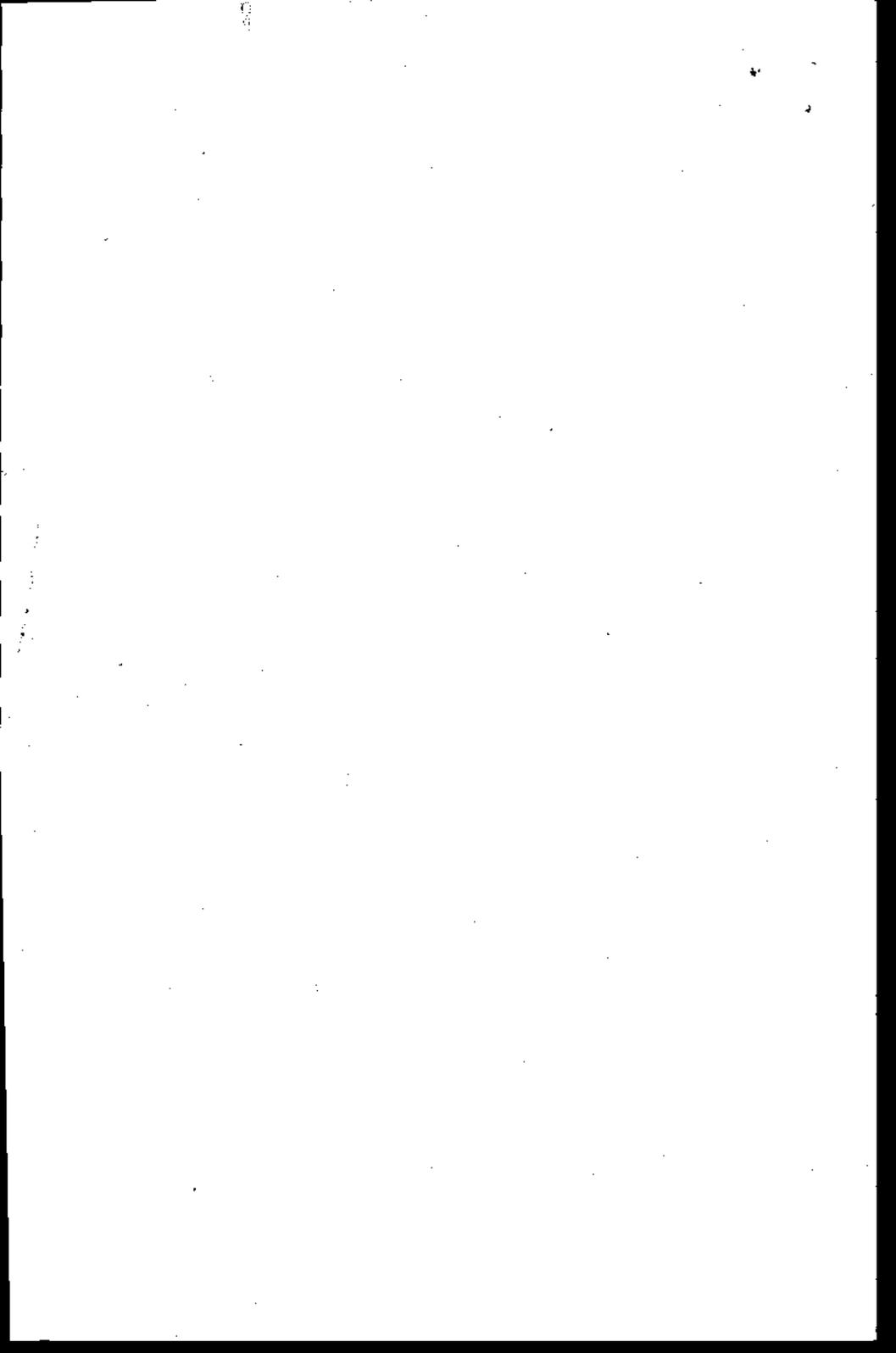
1. (a) Write short notes on any **two** of the following : 5+5
- (i) Marketing mix
 - (ii) Strategic alliance mode of entering international markets
 - (iii) Life cycle stretching strategies in international marketing
 - (iv) Piggybackings

- (b) Distinguish between any **two** of the following : 5+5
- (i) Product concept and Production concept of marketing philosophies
 - (ii) Stratified sampling and Cluster sampling
 - (iii) Differentiated and Concentrated international market targeting
 - (iv) Business promotion and Trade promotion

PART B

Attempt any *four* of the following questions.

2. Differentiate between global marketing and international marketing. Explain how domestic market constraints compel firms to enter international marketing. 5+15
3. Explain various steps involved in the process of international market selection. 20
4. (a) Discuss various factors that influence the decision relating to *EPRG orientation*.
(b) Explain the inter-relationship between international market segmentation, targeting and positioning. 10+10
5. Explain the specific considerations to be kept in mind while taking branding and packaging decisions in international marketing. 20
6. (a) Discuss various risks involved in the new product development for international markets.
(b) Discuss various points to be kept in mind while negotiating an export agency agreement. 10+10
7. How do entry objectives in a given foreign market affect the marketing planning for that market ? Explain with examples. 20
8. "International marketing research is full of complexities." Comment. 20



**POST GRADUATE DIPLOMA IN
INTERNATIONAL BUSINESS
OPERATIONS/MASTER OF COMMERCE**

Term-End Examination

June, 2005

IBO-03 : INDIA'S FOREIGN TRADE

Time : 3 hours

Maximum Marks : 100

Note :

- (i) Attempt any **five** questions.
- (ii) All questions carry equal marks.

1. Describe the major changes that have taken place in the composition and direction of India's foreign trade after the country adopted the policy of economic reforms. 20
2. What is the rationale behind the importance accorded to export promotion by the Government of India ? Has export promotion always been an integral part of India's overall trade policy ? Discuss. 10, 10
3. Analyse the trends in Indo-US trade with particular reference to the composition of India's exports to and imports from USA. 10, 10

4. Examine the trends in Indo-ASEAN trade and economic relations. 20
5. Outline the trends in India's Readymade Garments exports and enumerate the strengths and weaknesses of the Indian industry in this regard. 10, 10
6. Describe the trends in the exports of gems and jewellery from India. What according to you are India's competitive advantages and disadvantages in this sector ? 10, 10
7. What do you understand by Export Processing Zones ? Explain the benefits and facilities enjoyed by the units located in these zones. 10, 10
8. Write short notes on any **four** of the following : 5, 5, 5, 5
- (a) India and World Trade
 - (b) EXIM Policy of India
 - (c) Indo-Japanese trade relations
 - (d) Role of invisibles in Balance of Payments
 - (e) Portfolio Investment
 - (f) Export promotion of leather goods

**POST GRADUATE DIPLOMA IN
INTERNATIONAL BUSINESS
OPERATIONS/MASTER OF COMMERCE**

Term-End Examination

June, 2005

**IBO-04 : EXPORT – IMPORT PROCEDURES
AND DOCUMENTATION**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions including Question No. 1 which is **compulsory**.

1. Comment on any **four** of the following statements : 5×4

- (i) There is no difference between domestic sales contract and export sales contract.
- (ii) Electronic Data Interchange does not provide strategic benefits to the firm.
- (iii) Packing credit cannot be provided under advance against incentives scheme.
- (iv) Tramp Shipping Service can carry variety of cargo.
- (v) EXIM Bank provides short-term credit.

2. What are the major export documents ? Discuss the features of commercial invoice and bill of lading. 4+16
3. You are a manager in an Information Technology firm. How would you develop an EDI plan for your firm ? Discuss with examples. 20
4. What is documentary credit ? Explain the mechanism of realising payment under documentary credit. 4+16
5. Why is post-shipment finance required ? Explain various schemes of post-shipment finance available to Indian exporters. 4+16
6. "The quality of export goods must be ensured." Discuss, and explain various methods of quality control and pre-shipment inspection. 4+16
7. Describe the procedure of customs clearance of import cargo. 20
8. Write short notes on any *two* of the following : 10×2
- (i) Fiscal incentives for export promotion
 - (ii) Chartering practices
 - (iii) Legal documents required in the importing countries from Indian exporters