

IM 03

Roll No. :
Date : 17/10/2008

Total No. of Printed pages : 3
Total Max. Marks : 60
Duration : 3 Hrs.

SECTION - I (Marks : 30)

Section I and Section II to be solved on SEPARATE answer books.

Instructions to Candidates :

Attempt any Three questions.
All questions carry equal marks.

Q1(a) Explain the various important methods by which an Indian Exporter may secure payments from the Overseas buyer ?

(b) Explain the main difference between domestic and international marketing ?

Q2(a) Define a Letter of Credit ? What are its advantages ? What is the main procedure for opening a letter of credit ? What are the parties involved in a letter of credit ?

(b) Explain the various types of letters of credit ?

Q3(a) Explain the following documentation in Foreign Trade:

1) Bill of Lading 2) Commercial Invoice 3) Shipping Bill 4) Certificate of Origin

(b) Explain the export procedures required before starting the export business.

Q4 Write short notes on any Two :

(a) Pre shipment and Post shipment finance

(b) Methods of exchange Control

(c) Exim Bank

(d) Export Promotion

Q5(a) Explain the Role of ECGC in export marketing ?

(b) Explain the various policies of ECGC ?

Section - II (30 MARKS)

(Answer any 6 questions. All questions carry equal marks)

1. a) Export or perish . Please elaborate this statement.
 b) Why Nations are interdependent with each other
OR
 b) Why should Organisations enter into international trade
2. a) What are the key challenges we have to face in Intl.trade
 b) Define :International Marketing. Elaborate the 5 P's
3. a) What is PESTLE analysis. Why is it necessary
 b) What are the key economic & environmental factors to be looked
OR
 b) What are the cultural attributes of Japanese and Chinese people
4. a) What is Globalisation. What are its key characteristics
 b) Describe the key features of a Global organisation
OR
 b) What are the factors to be considered for identifying a Country
 for launching a product in the market.
5. a) What is Market Research. Why is it necessary in Intl.Marketing
OR
 a) State various sources of obtaining trade data/information

b) What factors influence adopting a pragmatic Pricing policy by an International marketing company.

OR

c) State various pricing models adopted by companies.

6. a) What are the various Risks we face in International trade

b) State the various risks and a possible mitigation strategy you would adopt for setting a manuf. Unit in Africa

7. a) What factors influence our decision to select a "Channel Partner" in a Buyers' country

b) Distinguish between "Agent" and "Distributor"

OR

b) What are the obligations/ responsibilities of a selling agent

8. a) Write short notes: Export Packaging, WTO, Trade Blocks

b) What are Tariff and Non-tariff barriers. Give examples

OR

b) State key clauses in a model Export Contract to be entered into with an Overseas Buyer