

**P. G. D. M. A. C. Examination**  
**Paper-1**  
**Import & Export Management**  
**April 2019**

Time : 2-30 Hours]

[Max. Marks : 70

**Instructions:**

(1) All the questions carry equal marks. Right side of questions indicates marks.

**Q-1**

- (a) What is IEC number? Enumerate the steps involved in setting up of Export Business. (7)
- (b) Write a short note on major contents to be covered in Export contract by importer and exporter. (7)

**Q-2**

- (a) Define Globalisation. Discuss globalization of market and globalisation of production. (7)
- (b) Define Strategy and discuss major types of strategies briefly. (7)

Or**Q-2**

- (b) Define and differentiate between Functional departmentalization with Product departmentalization (7)

**Q-3**

- (a) What is balance of Payment? Discuss its major components. (7)
- (b) Discuss 4 P's of Marketing Mix by giving one example. (7)

Or**Q-3**

- (a) Define Marketing Management and discuss how market can be segmented to target customer groups and position the products. (7)
- (b) Explain the Importance of Human Resource and its role in corporate environment. (7)

**Q-4**

- (a) Explain the following export sales contract in detail: (i) Ex Works (EXW) (ii) Delivery Duty Paid (DDP) (7)
- (b) What is Balance of Payment? Discuss Current account and capital account in this context. (7)

Or**Q-4**

- (a) Define organizational Behavior. Discuss its major components (7)
- (b) Discuss the concept of Social Responsibility. Explain the factors that affect the employee ethics. (7)

**Q-5**

- (a) Distinguish between FOB, CIF and C&F incoterms (7)
- (b) Discuss the last stage of post -shipment export procedure in detail (7)

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**P. G. D. M. A. C. Examination**  
**Paper-2**  
**Import & Export Management**  
**April 2019**

Time : 2-30 Hours]

[Max. Marks : 70

**Instructions:**

(I) All the questions carry equal marks. Right side of questions indicates marks.

<b>Q-1</b>		
(a)	Explain meaning and mechanism of letter of credit in foreign trade.	(10)
(b)	Define Marine Insurance. Discuss major types of risk covered marine cargo insurance.	(10)
<b>Q-2</b>		
(a)	What is Multi modal transport document? Explain its significance	(10)
(b)	Define Bill of lading and discuss Charter party bill of lading and house bill of lading.	(10)
	<b>Or</b>	
<b>Q-2</b>		
(b)	Explain the Following (Any Two) (i) Proforma invoice (ii) Revocable and irrevocable credit (iii) Deferred payment letter of credit (iv) Transferable credit (v) Certificate of Origin (vi) Bill of entry	(10)
<b>Q-3</b>		
(a)	Discuss various duties and responsibilities of an Inland Container Depots.	(10)
(b)	Discuss the role of and major functions of Freight forwarders in detail.	(10)
	<b>Or</b>	
<b>Q-3</b>		
(a)	Discuss the difference between liners conference versus tramp operations.	(10)
(b)	What is Special Economic Zone? Discuss its major features.	(10)
<b>Q-4</b>		
(a)	Explain in brief the Export marketing channel decision with suitable example?	(10)
(b)	Outline the different factors which must be considered with respect to export pricing decision?	(10)
	<b>Or</b>	
<b>Q-4</b>		
(a)	Write a short note on Pre-shipment finance.	(10)
(b)	Discuss major types of policies provided by ECGC	(10)
<b>Q-5</b>		
(a)	Discuss the conference practices in shipping industry of the world.	(10)
(b)	Explain why location of manufacturing plant is a critical factor in export logistics of products.	(10)

