

AS-812

**M.B.A. Semester—IV Examination**  
**INTERNATIONAL MARKETING ENVIRONMENT (NEW)**  
**Paper—MBA/4206/SM**

Time : Three Hours]

[Maximum Marks : 70

- N.B. :—** (1) All questions are compulsory.  
(2) Figures to the right indicate marks.

**SECTION—A**

1. (a) Discuss the Evolution of International Business Theories in detail. Support your answer with suitable examples. 14

**OR**

- (b) Discuss in detail the present International Economic Environment of International Marketing. 14

**SECTION—B**

2. (a) Explain in brief what do you mean by 'International Market place and space'. 7  
(b) European Union is an example of Economic Integration due to influence of International politics. Recently due to the financial/economic crises, Greece, one of the countries wanted bail out package (support to come out of the crises). Some European countries said to expel Greece from EU. Now Greece is still in EU. Why ? Give your analysis. 7

**OR**

- (c) Take an overview of the Indian Foreign Trade in brief. 7  
(d) Bilateral Trade between India and Pakistan is normal. What can be done to make it more fruitful ? Write a brief plan. 7  
3. (a) Discuss the Institutional Infrastructure present in India for export promotion. 7  
(b) Under which export promotion council, the exports of orange can be there ? There was a news that the orange juice will be mixed in the coca-cola soft-drink. If it is so then a new public-private initiative for export promotion of orange can be there; under which export promotion council this can be done ? Justify your answer. 7

**OR**

- (c) Explain various schemes available for exporters in India under export promotion. 7  
(d) As a consultant for export management, advise the local coffee manufacturers/producers/ Agriculturists/Farmers for its better exports and benefits at Chikhaldaru. 7

4. (a) Explain various principles of Marine Cargo Insurance. 7
- (b) Gopal, a sole proprietor of the firm which market the local honey in packaged form wants to export his honey of export quality to America wherein he has an export contract with Stephen in America. The transaction originates when the exporter in Nagpur (Gopal) and importer (Stephen) in New York, USA enter into export contract. Under UCP-Uniform Customs and Practice for Documentary Credits ICC, Publication (UCP 600), give various stages for Letter of Credit Mechanism in brief. 7

**OR**

- (c) What do you mean by 'Bills of Exchange' ? Discuss in brief its use and importance. 7
- (d) Gopal is worried that how he would be able to arrange for the money for packaging his Honey. So he went to the Advanced Packegers Pvt. Ltd., Nagpur. The firm solved his problem by promising him good packaging for his export. But the firm's charges were too high. So Gopal is too worried. Help Gopal to come out of his worry by the way of export advisor. Justify your answer. 7

**SECTION—C**

5. After coming to power in India, the new Govt. headed by the Prime-Minister Mr. Narendra Modi, in the forefront to promote exports and support the local Industry has taken numerous initiatives.

It started with visiting the SAARC countries, then the Neighbouring countries like Bramhadesh/Myanmar then Australia, America etc.

It also initiated the 'Make in India' and 'Skill India' initiatives. Based on your information gathered from the newspapers and electronic Media and also the govt. agency adding the above, answer the following questions.

- (i) How do you think, the 'Make in India' boost Indian Trade ? 7
- (ii) How the export would be enhanced ? Discuss in detail. 7