

**MBA (Semester—IV) Examination**  
**INTERNATIONAL MARKETING ENVIRONMENT**  
**Paper—MBA/4206/SM**

Time : Three Hours]

[Maximum Marks : 70

- Note :—** (1) Attempt **ALL** questions.  
(2) Figures to the right indicate marks.

**SECTION—A**

1. (a) List the difference between International and Domestic business as well as marketing environment. 14

**OR**

- (b) Explain in detail the role and functions of UNCTAD and WTO in International Business. 14

**SECTION—B**

2. (a) What do you mean by Bilateral Trade and Multilateral Trade Agreement ? 7  
(b) In present scenario change in trade relations between India and Pakistan is due to tensions on International border. Pakistan have stopped importing tomatoes from India, due to which there is a huge loss suffered by Indian farmers. Suggest the various modes of protections that can be provided to Trade between two countries. 7

**OR**

- (c) How EXIM Policy of a Nation affects International Business Environment, comment ? 7  
(d) A group of farmers from India have came together and decided to Export oranges from India to SAARC Countries. What are possible trade barriers do you feel will be faced by this group of Indian farmers ? 7
3. (a) Discuss the various Commodity Boards in India with its significance. 7  
(b) ABC Limited deals in fruit processing business. Now it is planning to start Exporting their range of products. As a Export – Import advisor, suggest which Government agencies can assist the firm in this expansion plan and the role of the those Government bodies in detail. 7

**OR**

- (c) Define the roles and responsibilities of Export Promotion Council of India. 7  
(d) Minimax Electronics Ltd. runs a business of mobile phones sales and after sales service in India. Minimax is importing all its mobile phones from its Chinese partners. As a business partner of Chinese Companies, suggest a suitable plan and procedure of Importing and its documentation. 7

**SECTION—C**

4. (a) What do you mean by Transit Insurance Cover ? Explain in brief. 7  
(b) Explain the instruments of payments regarding Exports. 7

**OR**

- (c) List and explain different types of payment instruments available for Export. 7  
(d) Explain the role of Export Finance in International Business. 7

#### SECTION-D

5. The key objective of Sagarmala Project to develop infrastructure in India that results in quick, efficient and cost-effective transport to and from ports. It also includes establishments of rail/road linkages with the port terminals thus providing lastmile connectivity to ports development of linkages with new regions. Enhanced multi-modal connectivity including rail, inland waterways, coastal and road service. The Sagarmala Projects rests on 3 pillars (1) Supporting and enabling port led development (2) port infrastructure enhancement including modernization and setting up of new ports (3) Efficient evacuation to and from hinterland. Following are the key activities of Sagarmala Project :

- (1) Port led Industrialization
- (2) Port based urbanization
- (3) Port based and coastal tourism
- (4) Ship building/repair/recycling
- (5) Logistics park and warehousing
- (6) Creation of Coastal Economic Zone (CEZ)
- (7) Modernizing the existing ports and development of new ports. Sagarmala Project aims at holistic development of port infrastructure benefiting 14 percent population from 13 States and Government eyeing 4500 rupees profit and development to about 1.5 lakh youth.

#### Questions :

- (a) List all the direct and indirect benefits evolving for International business from Indias Infrastructure development. 6
- (b) Due to Sagarmala Project, what cascading effect do you understand on Indian rail and roads in India. 5
- (c) List out key objectives and activities of Sagarmala Project in India. 3