

AT-1460

**M.B.A. Semester—IV Examination**  
**INTERNATIONAL MARKETING ENVIRONMENT**

Time : Three Hours]

[Maximum Marks : 70

**Note :—** (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. 14

**OR**

- (b) “International Institutions like UNCTAD, WTO help to maximize trade, investments and development opportunities and assist them in integrating into the World economy.” Critically analyse this statement. 14

**SECTION—B**

2. (a) State major trade blocks in the world. Explain the Pros and Cons of Trade Blocks. 7

- (b) In the wake of recent upsurge in tension between India and Pakistan, analyse how political risk will play crucial role in International Marketing Environment. 7

**OR**

- (c) “EXIM Policy helps to accelerate the economy from low level of economic activities to high level of economic activities”. Discuss. 7
- (d) After Britain’s exit from European Union, there is a paradigm shift in the Europe as a trade block. Explain its implications for both Britain and rest of Europe. 7

3. (a) What are Commodity Boards ? State their importance in brief. 7
- (b) Mr. Varun, an orange grower in Warud district, wants to start exporting his produce. What problems will be faced by Mr. Varun and how Export Promotion Council (EPC) will help him ? 7

**OR**

- (c) Explain in detail the role and functions of ECGC. 7
- (d) As an export consultant, suggest Registration details and Documentations Procedure required for a local manufacturer to export Ayurvedic Medicinal product to Europe. 7

**SECTION—C**

4. (a) What is Bill of Exchange ? What is its significance in International Marketing ? 7
- (b) Explain how shipping and transportation plays important role in Export Marketing ? 7

**OR**

- (c) How many types of Insurance documents are there ? Why do we need to insure export import cargo ? 7
- (d) What is letter of credit ? Explain in detail. 7

**SECTION—D**

5. The balance of payments position of the country reflects on its economic health. The balance of payment of any country is a comprehensive and systematic accounts of all the different transactions occurred between the residents of a country and rest of the world during a particular period of time.

With the introduction of planning in India in early 1950's, the balance of payment position of the country has been recording considerable changes with the continuous changes in its import and export.

Following table shows India's balance of payment on current account from 1<sup>st</sup> five year plan to 9<sup>th</sup> five year plan.

Period	Trade Deficit	Net Invisibles	BOP
1 <sup>st</sup> Plan	– 542	+ 500	– 42
2 <sup>nd</sup> Plan	– 2339	+ 614	– 1725
3 <sup>rd</sup> Plan	– 2382	+ 431	– 1951
4 <sup>th</sup> Plan	– 1564	+ 1664	+ 100
5 <sup>th</sup> Plan	– 3179	+ 6221	– 3082
6 <sup>th</sup> Plan	– 30456	+ 19072	– 11384
7 <sup>th</sup> Plan (1985–90)	– 54204	+ 15891	– 38313
1990–91	– 16934	– 435	– 17369
8 <sup>th</sup> Plan	– 149001	+ 86572	– 62429
9 <sup>th</sup> Plan	– 316446	+ 253730	– 62716

- (a) Analyse the case. 4
- (b) Why do you think India's Balance of payment is negative except during fourth plan ? 5
- (c) What are the measures Govt. of India (Finance Ministry) should take to bring back Balance of Payment (BOP) in positive ? 6

