

4. (a) Discuss in detail the necessity of quality control and pre-shipment inspection. 7
- (b) Ganesh was worried as to do exports or not as he knew that the risk would be covered under the Marine Insurance but what about the losses incurred return Transportation cost ? Help 'Ganesh' in this regard. 7

OR

- (c) Explain various types of policies under marine Insurance in brief. 7
- (d) The orange exporter of Nagpur want to get benefit of export finance. What kind of choices he has ? Justify your answer. 7

SECTION C

5. Indian exports in services increased due to the I.T. Revolution. The Indian talented computer and I. T. engineers made it possible to carve a name in the modern world for the Indian companies like Infosys, Wipro, Tata consultancy etc. In manufacturing, the dismal performance is there. It is found that most of the contribution comes from the small sector. The larger companies were behind as the no. is also less.

AR - 1253

Fourth Semester M. B. A. Examination

(New Course)

**INTERNATIONAL MARKETING
ENVIRONMENT**

Paper - MBA/4206/SM

P. Pages : 5

Time : Three Hours]

[Max. Marks : 70

- Note :** (1) All questions are compulsory.
(2) Figures to right indicate Marks.

1. (a) "International Marketing' is the multinational processor of planning, executing the conception, pricing, promotion and distribution of Ideas, goods and services to create exchanges that satisfy individual and organisational objectives." Comment and discuss. 14

OR

- (b) Discuss the role of International Marketing in International Business operations. Justify your answer with examples. 14

SECTION B

2. (a) Discuss the present status in brief, regarding the India and World Trade. 7
- (b) Nepal wants that India should make them as the most favoured Nation status as far as the trade is concerned. What do you think? Why? 7

OR

- (c) Comment on the present Exim policy. 7
- (d) Recently the Indian Govt. Initiated for the improvement in Bilateral Trade with U.A.E, Japan and France. Comment. 7
3. (a) Discuss the importance and functions of commodity Boards in India. 7
- (b) Govind wanted to export his 'honey' a special formulation. Guide him as an export consultant for Registration and stating the furnishing of documents. 7

OR

- (c) Elaborate the role of ECGC in India. 7

- (d) Help 'Gowardhan' in getting the exports registration for Sandal wood products. What additional efforts / documentation he would require for the export? 7

4. (a) Discuss in brief the new exports enhancing efforts taken by Govt. of India. Justify your answer with the example. 7
- (b) Amit want to export his silk items in Afganistan. But he is worried due to the fact that the area is very violent. As an export consultant help Amit to solve his problem. 7

OR

- (c) What do you mean by 'Letter of credit'? Discuss its various types. 7
- (d) Upon verification it was found that the application of Ganesh for exports was missing with the furnishing and documents regarding 'certificate of origin' (Non-preferential and preferential) for exporting his gems and valuable stones to America. Help him in this regard. 7

Owing to the fact, the skill India and 'Make in India, initiatives of Govt. of India are taken.

The importance of manufacturing technology and the technological innovations and its effect on the International marketing; the above two initiatives could help to improve the exports performance.

Having the general information from media and your visualisatizon and understanding, answer the following questions :—

- (1) Do you think the Skill India and Make in India can help in improving the exports of India ? Justify your answer. 4
- (2) How the improvement in exports can be achieved ? Suggest a plan. 6
- (3) What about Indian companies doing business overseas can be helped due to improvement in Technology ? 4



