2013

Time: 3 hours

Full Marks: 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any four questions in which Q. No. 1 is compulsory.

1. State whether the following statements are 'True' or 'False':

(a) Communism is a market structure.

(b) FDI stands for Foreign Direct Investment.

(c) International Marketing Mix consists of International Marketing Price only.

(d) Income and population are $O_2$ variables that can be used in lifestyle segmentation.
(e) Consumer lifestyle is not a variable within demographic segmentation.

(f) The work of an international marketer is mainly concerned with establishing global brands.

(g) Payment of export duty is done by importer.

(h) Duty drawback scheme is an incentive for export promotion.

(i) "UNCTAD" stands for United Nations Conference on Trade And Development.

(j) "SEZ" stands for Special Economic Zones.

2. Write short note on World Bank.

3. What do you mean by Regional Agreement And Treaties?


5. Discuss the procedures of exporting the goods?
6. Explain the system of joint venture. How it differs from Franchise?

7. Explain briefly why International Trade take place. What are its gains? Illustrate your answer with an example in Indian context.