

EM - D - yr

**D 2199**

**Q.P. Code : [07 DMB/EM 921]**

Reg. No. : .....

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Export Management

**INTERNATIONAL BUSINESS ENVIRONMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Differentiate Domestic Business and International Business.
2. State the causes and consequences of population growth.
3. Explain the term 'topography'. Discuss the role of infrastructure on International Business.
4. Enumerate the key elements of Cultural Environment. What are the different types of social organisation available in International Environment.

5. Elaborate the impact of political and Legal Environment, in International Market.
6. Explain the causes and consequences of Environmental pollution.
7. State the governing factors of Technological Environment. Discuss the indicators of technological progress.
8. Explain the structure and functions of Financial Environment in International Market.

Reg. No. : .....

D 2200

Q.P. Code : [07 DMB EM 94]

(For the candidates admitted 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Export Management

EXPORT FINANCE PROCEDURE

Time : Three hours

Maximum : 100 marks

PART A — (5 × 20 = 100 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

1. Write an essay on "Export Credit".
2. Highlight the guidelines of "ECGC".
3. In the cost concept bringout the importance of marginal and fixed costs with suitable examples.
4. Which are the sectors offering more concessional customer tariffs?

5. Write a note on:-

- (a) FOB
- (b) Insurance premium calculation.
6. What documents are required against payments and acceptance? Explain.
7. Explain the role of commercial bank in pre-shipment finance.
8. Discuss the procedures and formalities that are involved in "advance against export Incentives" and "advance against undrawn balances".

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**D 2201**

**Q.P. Code : [07 DMB-EM 95]**

Reg. No. : .....

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**M.B.A. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Export Management

**FOREX MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions out of Eight.

All questions are carrying equal marks.

(5 × 20 = 100)

1. Explain the nature and scope of forex management.
2. What are the different types of foreign exchange? Explain.
3. Discuss the technical procedures of TT selling and buying rate fixation.
4. What are the legal obligations which are connected with forward exchange contract? Explain.

5. Elucidate the concepts and objectives of risk management.

6. Highlight the basic issues in interest rate risks.

7. List out and explain the pros and cons of devaluation.

8. Bringout the various sources of forex funds. Explain.

**D 2202**

**Q.P. Code : [07 DMB-EM 96]**

Reg. No. : .....

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Export Management

**INTERNATIONAL PROJECT MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions. (5 × 20 = 100)

1. Describe the nature and characteristics of International projects.
2. List and describe the main phases of the project life cycle.
3. How important is resource planning for project management? Explain.
4. Discuss the various techniques used in project planning.
5. Explain the different methods of Sourcing International finance.

6. Briefly discuss the roles and responsibilities of team members.

7. On what basis the selection of vendor is made? Explain Briefly.

8. How does sub-contracting help in project management? Discuss in detail.

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Reg. No. : .....

**D 2203**

**Q.P. Code : 107 DMBEM 971**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Export Management

**LOGISTICS MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What is logistics organization? Explain its role in the modern business world.
2. What is warehousing? What are its functions?
3. What is Packaging? Explain its role and material used in logistics.
4. What is Transport Economics? How it can be achieved in different modes of transport?

5. Write notes on the following :

- (a) Global Shipping options.
  - (b) CONCOR.
  - (c) ICD's.
  - (d) 3PL.
  - (e) RFID.
6. What is ERP? How it can be implemented in logistics management?
  7. What is Reverse Logistics? Explain its scope and design.
  8. As a consultant for logistics you have to give a solution to one of the your clients for starting a logistics organization at a global level. Prepare a detailed report for your client.



Q. P. CODE: 07DMB-E

(For candidates admitted from 2007 onwards)

**M. B. A. Degree Examinations, December-2009**

**Export Management**

**Second Year**

**EXPORT TRADE AND DOCUMENTATION**

**Time: 3 Hours**

**Maximum: 100 Marks**

Answer any FIVE questions: (5 x 20 = 100 marks)

All questions carry equal marks.

1. Explain the highlights of latest EXIM Policy & related measures.
2. Discuss the role of Export Promotion Council in Foreign Trade.
3. Explain the licensing procedure for exporting from India.
4. What are the incentives given by government of India for exporters?
5. What are the eight principal export documents to be sent to importer by exporter?
6. Explain the importance of L.C in International Trade.
7. Explain the procedure and formalities in central excise clearance of export cargo.
8. Explain the procedures and documents related to shipment.



(For candidates admitted from 2007 onwards)

M. B. A. Degree Examinations, December-2009

Export Management

Second Year

INTERNATIONAL MARKETING

Time: 3 Hours

Maximum: 100 M

Answer any 5 questions

1. What is Marketing? Explain the various dimensions of international marketing.
2. What are the <sup>15</sup>Barriers in International Marketing ? Suggest measures to remove it.
3. What is Buyer Behaviour ? Discuss with reference to international consumer buyer behaviour.
4. Explain the role of government and financial institutions in International Marketing.
5. Write notes on the following :
  - a. Exim Bank.
  - b. Logistics.
  - c. Packing Slip.
  - d. Regulatory Environment.
  - e. Trade Shows.
6. What is branding ? Explain the strategy of branding for international marketing.
7. Explain the strategies adopted for Advertising and promotion for international marketing.
8. What is E-Marketing ? Explain the impact of it in international marketing.