

5. Discuss the areas of and approaches to social responsibility of business.
 6. Discuss the advantages and disadvantages of Foreign Direct Investment. Give suitable illustrations in support of your answer.
 7. Do you think that the effects of globalisation have been favourable on the World Economy?
 8. Explain the provisions of Important Environmental agreements mention the type of trade measures laid down in such agriments. Do you feel that they have been generally fair to the special needs of developing countries? Discuss.
-

Reg. No. :

D 1633

Q.P. Code : [07 DMB-EM 92]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Export Management

INTERNATIONAL BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss different International Business Environment factors.
2. Explain the selection process adopted by International Business firms.
3. Discuss the Exchange rates determined under the present International Monetary System.
4. List the various organizational structures in International Business. Discuss any three of them in detail. What are the factors affect the choice of a structure of MNC?

6. Discuss the incentives provided by the government to the exporters.
 7. Explain the importance of letter of credit in International trade.
 8. Explain the role of export promotion organizations in India.
-

Reg. No. :

D 1634

Q.P. Code : [07 DMB-EM 93]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Export Management

EXPORT TRADE AND DOCUMENTATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the role of Indian Institute of Foreign Trade.
2. What are the major export documents? Discuss the significance of Commercial Invoice and bill of lading.
3. Discuss the various methods in pre-shipment inspection.
4. Describe the major provisions related to exports under the Export-Import Policy.
5. Explain the role and functions of directorate general of commercial intelligence and statistics.

8. Elucidate the types of guarantees available from ECGC to banks for providing.

- (a) Pre-Shipment Export Finance
- (b) Post-shipment Export Finance.

Reg. No. :

D 1635

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Export Management

EXPORT FINANCE PROCEDURE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) Briefly explain, using examples, the institutional support for export finance in India.
(b) Enumerate the objectives of Foreign Exchange Dealing Association of India.
2. (a) Explain the factors affecting Terminal exercise duties on the goods imported with specific reference to air cargo.
(b) What are deemed exports? Explain the norms and benefits of deemed exports.

5. Explain the role and responsibilities of a project leader.
 6. Discuss the technologies and legal issues of international project management.
 7. Explain the global tenders and bid evaluation in project management.
 8. Discuss the various stages of project audit.
-

Reg. No. :

D 1637

Q.P. Code : [07 DMB – EM 96]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Export Management

INTERNATIONAL PROJECT MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the nature and characteristics of international projects.
2. Describe the role and responsibilities of project organisations.
3. Discuss the financial contingencies of project management.
4. Explain in detail about project portfolio management.

5. Discuss the characteristics of different modes of transportation.
 6. Who is intermediary? Explain the role of intermediaries in logistics.
 7. Give an account on "logistics information system".
 8. Write a short note on
 - (a) Global logistics
 - (b) CONCOR
 - (c) Inter model operations
 - (d) Packaging materials.
-

Reg. No. :

D 1638

Q.P. Code : [07 DMB-EM 97]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Export Management

LOGISTICS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the functions and objectives of logistics management.
2. How do you measure logistics performance? Explain the procedure.
3. Why inventory is important? Explain any three selective inventory control techniques.
4. What are the different material handling equipments? Describe the procedure in selecting the material handling equipments.

Q. P. Code: 07DMB EM95



(For candidates admitted from 2007 onwards)
M.B.A. Degree Examinations December - 2013

Export Management

Second Year

FOREX MANAGEMENT

Time: 3 Hours

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

1. Explain the foreign exchange market types.

2. Describe the significance and scope of forex management.

3. Enumerate the determinants of foreign exchange market rate quotations.

4. Discuss the features of forward exchange contract.

5. Explain the risk involved in spot and forward basic processes.

6. Discuss the various techniques, measurement and monitoring in exchange control.

7. Explain the banking process in exchange reserve.

8. What are the various sources of forex funds? How it is utilized in India?

(For candidates admitted from 2007 onwards)
M.B.A. Degree Examinations December - 2013

Export Management

Second Year

INTERNATIONAL MARKETING

Time: 3 Hours

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

1. Discuss the differences between domestic marketing and international marketing. Explain the process of International Marketing in detail.

2. Explain the salient features of International trade theories. Why it is important to know these theories and how they can be applied in real world?

3. List out the international trade distortions and marketing barriers. How will you overcome them?

4. "Political stability is the most important aspect in international marketing rather than infrastructure" What is your reaction to this statement. Justify.

5. Recently TATA has launched its NANO small car in Sri Lanka. What marketing strategy you would adopt if you were the marketing head?

6. How will you measure the consumer buying behavior of a foreign country for a product like shampoo and energy pills?

7. Discuss the factors that affect the pricing strategy internationally.

8. Do you think that internet is the best medium to market a product internationally? What type of products are not suitable to sell through internet? Why?