

1057

Master of Entrepreneurship and Family Business

Fourth Semester

FB-401: International Trade and Documentation

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, selecting atleast two questions from each Unit.

x-x-x

**UNIT - I**

- I. How do nations gain by trading with each other? Explain clearly with special reference to both the developed and underdeveloped countries. (16)
- II. Define international marketing. What are the various points that you would consider before entering the export field? (16)
- III. Write notes on:-
  - a) Regional Economic Groupings
  - b) Tariff and non- tariff barriers (2x8)
- IV. "Competitive strength of a product in international marketing depends on several factors." Explain the statement by taking up a particular product. (16)
- V. Enumerate the various, techniques of sales promotion in overseas markets and discuss their suitability for promoting sales of engineering goods. (16)

**UNIT - II**

- VI. How is foreign trade financed? What problems are faced by the Indian exporters in getting finance? (16)
- VII. Explain various documents related to exports. (16)
- VIII. Explain mint parity theory of exchange rate. (16)
- IX. Write notes on:-
  - a) Exchange arithmetic
  - b) Functions of EXIM bank (2x8)
- X. Write a note on FEMA. (16)

x-x-x