



RM-7879

B. E. IV (Sem. VIII) (T.T./T.P.) Examination
April / May – 2010
Export & Import Management

Time : 3 Hours]

[Total Marks : 100

Instruction :

(1)

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| નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book. | Seat No. : |
| Name of the Examination : | <input type="text"/> |
| <input type="text" value="B. E. 4 (Sem. 8) (T.T./T.P.)"/> | <input type="text"/> |
| Name of the Subject : | <input type="text"/> |
| <input type="text" value="Export & Import Management"/> | <input type="text"/> |
| Subject Code No. : <input type="text" value="7"/> <input type="text" value="8"/> <input type="text" value="7"/> <input type="text" value="9"/> | <input type="text"/> |
| Section No. (1, 2,.....) : <input type="text" value="1&2"/> | <input type="text"/> |
| | Student's Signature |

- (2) Attempt all questions.
- (3) Answer to the sections should be written in **separate** answer books.
- (4) Figures to the **right** indicate full marks of the question.
- (5) Each section carries **50** Marks.

SECTION - I

- 1 (a) Answer the following in one paragraph or do as directed : 10
 - (i) What is "Balance of Trade" ?
 - (ii) What do understand about Inflation ?
 - (iii) 'TIFAC' stands for.
 - (iv) Two principal products of India's Import.
 - (v) Two most important factors aided the process of 'Globalisation'.
- (b) State the constituents of 'BOP' what measures a Country should take to improve its 'BOP'. 6
- 2 What is "UNCTAD" ? Also explain its principal functions. 16

OR

- 2 Discuss different environmental factors affecting international business. 16

- 3** Write short notes on : (any two) **18**
(i) Non-Traiff Barriers
(ii) Exchange Rate Determination
(iii) NAFTA
(iv) Export Promotion.

SECTION - II

- 4** What is 'Market Research' ? What is the need for an "Overseas Market Research" ? Explain in detail. **16**

OR

- 4** What is "Product Life Cycle"? What are the considerations one has to bear in mind in planning a product for Export ? **16**

- 5** What is direct Exporting ? Explain the forms of direct exporting. **16**

OR

- 5** What are the recent trends in India's Foreign Trade ? What are the reasons for poor share of India's export compared to World's export ? **16**

- 6** Write short notes on : (any two) **18**
(i) Export Documents
(ii) Channels of distribution
(iii) SEZ
(iv) WTO.
