

**B.A. IN FASHION MERCHANDIZING AND
PRODUCTION (BAFMP)**

Term-End Examination

December, 2013

BFD-034 : INTERNATIONAL TRADE

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

1. What is exchange rate ? Explain the effects of change in foreign exchange rate on the export trade. **20**
2. What are the different global marketing activities ? How does global marketing as a field relate in the career of business ? **20**
3. What are the strategies for international expansions, also explain the advantages and disadvantages of each strategy ? **20**
4. What is the difference in on-line and traditional consumers ? Explain the advantages and disadvantages for both. **20**
5. What is shipment ? Explain the difference between pre-and post-shipment finance in detail. **20**

6. What are tariff barriers ? Explain the difference between tariff and non-tariff barriers. Explain in detail. 20
7. "Dumping is an important trade issue" explain. How this can be considered as an attractive competitive price strategy for a company ? 20
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