

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

Term-End Examination

00304 **December, 2014**

BFD-034 : INTERNATIONAL TRADE

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. Define and discuss the idea of global orientation. 20
2. (a) Examine the difference between tariff and non-tariff barriers. 2×10=20
(b) Analyse their economic effect in the Indian Scenario.
3. (a) What is meant by exchange rate ? 5
(b) Examine the effects of changes in foreign exchange rates. 15
4. Examine the difference between pre-shipment and post-shipment finance. 20
5. Examine the alternative tools or strategies for expanding internationally. Explain the advantages and disadvantages of each strategy. 20

6. Explain the characteristics of consumers buying on Internet. How do these differ from the characteristics of traditional consumers ? 20
 7. Define dumping. Is dumping an attractive competitive strategy for a company ? 20
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