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BFW-065

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

December, 2015

BFW-065 : MANAGEMENT – IV

Time : 3 hours

Maximum Marks : 70

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

1. Explain any **four** of the following : $4 \times 3 \frac{1}{2} = 14$
- (a) Multinational Marketing
 - (b) Subsidies
 - (c) Multi-regional Marketing
 - (d) Marine Insurance
 - (e) Value Added Tax (VAT)
2. (a) What are the objectives and functions of World Trade Organisation (WTO) ?
- (b) Elaborate the statement "Sampling is a process," with suitable examples. $2 \times 7 = 14$

3. (a) What do you understand by Intellectual Property Rights ?
- (b) Give a brief account of industrialization of the developing world. $2 \times 7 = 14$
4. (a) What do you understand by retailing ? Write down the functions of retailing.
- (b) What do you understand by product packaging ? Discuss the different types of labelling. $2 \times 7 = 14$
5. (a) Describe different export documents in brief.
- (b) Discuss the benefits of international marketing. $2 \times 7 = 14$
6. Write short notes on any **four** of the following : $4 \times 3 \frac{1}{2} = 14$
- (a) Terms of Payment
- (b) Export Markets
- (c) Import Documentation
- (d) EXIM Policies
- (e) Buffer Stock
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