

00795

**B.A. in Fashion Merchandizing and Production**

**Term-End Examination**

**June, 2012**

**BFD-034 : INTERNATIONAL TRADE**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) All questions are for 20 marks.*

*(ii) Answer any five questions.*

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1. (a) Explain the scope of global marketing. 10  
(b) How and why does global marketing differ from domestic marketing ? 10
  
  2. (a) Write a note on "NTBs" - Non - tariff barriers to trade. 10  
(b) Explain the six types of Non - tariff barriers to trade. 10
  
  3. (a) What are the criteria to be assessed when evaluating potential export markets ? 10  
(b) What does it take to be a successful exporter ? 10
  
  4. (a) Explain pre - shipment document process. 10  
(b) Examine post - shipment process. 10

5. It has been argued that the internet has given rise to new business models. Do you agree with this proposition? Please provide reasons why you do or do not support this notion with examples? 20
6. (a) What are the three alternative approaches to global pricing? 10
- (b) Which approach would you recommend to a company that has global market aspirations? 10
7. (a) Compare the advantages and disadvantages of fixed and floating exchange rate regimes. 10
- (b) Give examples that might make each attractive to a country. 10
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