

00423

BA in Fashion Merchandizing and Production

Term-End Examination

December, 2011

BFD-034 : INTERNATIONAL TRADE

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *All questions are for 20 marks.*
(ii) *Answer any five questions.*
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1. (a) What are the basic goals of marketing ? Are these goals relevant to global marketing ? **10**
- (b) How does global marketing as a field relate to your future career in business ? How would you expect to come in contact with global marketing activities ? **10**

2. (a) Explain the difference between tariff and non-tariff barriers. **10**
- (b) Examine the different types of non-tariff barriers. **10**

3. (a) What are the alternative tools or strategies for expanding internationally ? **10**
- (b) What are the major advantages and disadvantages of each strategy ? **10**

4. Examine the difference between pre-shipment and post-shipment finance. **20**

5. (a) What are the main characteristics of consumers buying on internet ? 10
- (b) How do these differ from the characteristics of traditional consumers ? 10
6. (a) What is dumping ? Is it an important trade issue ? 10
- (b) Is dumping an attractive competitive price strategy for a company ? 10
7. (a) What is exchange rate ? 5
- (b) Examine the effects of changes in foreign exchange rates. 15
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