

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2013

MFW-023 : IMPORT-EXPORT DOCUMENTATION

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry equal marks.

1. Discuss major highlights of foreign trade policy (2009 - 14). 10
How do you find it compatible enough with objectives of W.T.O. ?
2. Define ' IPLC '. How it affects international business in contemporary times ? 10
3. Explain briefly the institutional framework of export promotion bodies working in India and abroad. 10
4. Explain in brief the pre-shipment inspection procedure. 10
5. Explain the types of risks and losses involved in international business. 10
6. What is Globalisation ? What are the advantages and disadvantages of globalisation ? 10

7. How social and cultural environment impact marketing of consumer goods in foreign markets? **10**
8. Compare and contrast the relative advantages and disadvantages of franchising and acquisition as methods of entry into foreign markets for retailers. **10**
9. Discuss the impact of globalisation on Indian retailing. **10**
10. Write short notes on **any two** of the following : **2x5=10**
- (a) BOUND Rates
 - (b) MFN Clause
 - (c) JETISON
 - (d) SOFTEX
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