

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

**Term-End Examination**

**June, 2013**

**BFD-034 : INTERNATIONAL TRADE**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions.*

1. What is marketing ? Explain the different goals of marketing in relation to global marketing in detail. 20
2. What is export documentation ? Explain the different documents and payment-terms used in export. 20
3. What is quota ? Explain different quota policies in relation to export. 20
4. Is dumping an important trade issue, how this can be a competitive price strategy for a company ? 20
5. What are the characteristics of on-line consumer buying ? What kind of documents and policies involve in on-line buying ? 20

6. What is the difference between post-shipment and pre-shipment finance ? 20
  
  7. What are the tariffs ? Explain the difference between tariff and non-tariff barriers. 20
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