

00262

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

**Term-End Examination**

**June, 2014**

**BFD-034 : INTERNATIONAL TRADE**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Discuss the conditions that lead to the development of global markets. 20
2. Differentiate between tariff and non tariff barriers. Also analyse their economic effects. In your view which one is more effective in order to regulate international trade ? 20
3. (a) What are the criteria to be assessed when evaluating potential export markets ? 10x2=20  
(b) What does it take to be a successful exporter ?
4. (a) Explain pre-shipment documentation process. 10x2=20  
(b) Examine post-shipment process.
5. It has been argued that the internet has given rise to new business models. Do you agree with this proposition ? Provide reasons why you do or do not support this notion ? 20

6. (a) What are the three alternative approaches to global pricing ? **10x2=20**
- (b) Which one would you recommend to a company that has global market aspirations ?
7. (a) Compare the advantages and disadvantages of fixed and floating exchange rate regime. **10x2=20**
- (b) Give examples that might make each - attractive to a country.
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