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BFW-065

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

June, 2015

00080

BFW-065 : MANAGEMENT - IV

Time : 3 hours

Maximum Marks : 70

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

1. Explain any **four** of the following : $4 \times 3 \frac{1}{2} = 14$
- (a) International business
 - (b) World Trade Organisation (WTO)
 - (c) Bill of Lading
 - (d) Export markets
 - (e) Import documentation
2. (a) What do you understand by fashion line ?
Explain with suitable examples. 7
- (b) Discuss your understanding about export markets. 7

3. Differentiate between the following : $4 \times 3 \frac{1}{2} = 14$
- (a) Air shipment and Water shipment
 - (b) International marketing and Domestic marketing
 - (c) Single stage tax and Value added tax
 - (d) Inspection certificate and Airway bill
4. (a) What do you understand by fashion merchandising in retail industry ? Discuss. 7
- (b) Discuss cross-cultural business policies. 7
5. (a) Describe the various measures for quality control in an organization. 7
- (b) What do you understand by sampling process ? Discuss with suitable examples. 7
6. Write short notes on any *four* of the following : $4 \times 3 \frac{1}{2} = 14$
- (a) Subsidies
 - (b) Retailing in Leather Industry
 - (c) Letter of Credit
 - (d) E-commerce
 - (e) General Agreement on Tariffs and Trade (GATT)
 - (f) Proforma Invoice
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