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Register Number:

Name of the Candidate:

M.Com. DEGREE EXAMINATION, May 2015

(MARKETING)

(SECOND YEAR)

230 / 630 : GLOBAL MARKETING

(Old Regulations / New Regulations)

Time: Three hours

Maximum: 100 marks

SECTION - A

Answer any FIVE questions

(5 × 8 = 40)

1. What are the basics of international trade?
2. State the objectives of exchange control.
3. Assess the role of special drawing rights.
4. Write a brief note on Euro dollar market.
5. Analyse the measures for export promotion.
6. Mention the characteristics of Joint venture.
7. Explain the import policy of Government.
8. Examine the features for state trading corporation.

SECTION - B

Answer any THREE questions

(3 × 20 = 60)

9. Enumerate the causes for adverse balance of payments. Suggest remedial measures.
10. Explain the role of IMF.
11. Discuss India's foreign trade and its trends.
12. Describe the increasing scope of export marketing research.
13. Explain the various documents used in imports.

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