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Register Number

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015****(MARKETING MANAGEMENT)****(SECOND YEAR)****240: GLOBAL MARKETING**

Time: Three hours

Maximum: 75 marks

**SECTION-A****(5×3=15)****Answer any FIVE questions**

1. Free trade.
2. Adverse Balance of payments
3. Tariff Barriers
4. International Liquidity
5. Special Drawing Rights.
6. Export Promotion.
7. Export Licensing.
8. Canalisation of Exports.

**SECTION- B****(3×10=30)****Answer any THREE questions**

9. Explain the salient features of international trade.
10. What do you understand by 'fundamental disequilibrium' in the balance of payments? What remedies would you suggest to correct it?
11. Explain the functions of the IBRD.
12. Elaborate the functions of the state trading corporation (STC).
13. Discuss in detail the various formalities and procedure to register your firm for exporting commodities.

**SECTION- C****(1×15=15)****Answer any ONE question**

14. What do you understand by "terms of trade"? How are they determined? What are the limitations of using terms of trade index as an indicator of the gains from trade?
15. Explain the circumstances leading to the creation of S.D.R. Illustrate how is this operated, with a critical appraisal of this scheme.
16. Discuss the procedure for import of commodities in India.

**SECTION- D****(1×15=15)****(Compulsory)**

17. Export promotion and import substitution are supplementary and also complementary-Discuss and comment.

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