

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]  
(2063)

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M.B.A. 3rd Semester Examination

International Marketing Cogestics

IB-07

Time : 3 Hours

Max. Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary continuation sheet will be issued.*

**Note :** Attempt five questions in all selecting one from each unit. All questions carry equal marks.

#### UNIT - I

1. What is export marketing? Discuss the relevance of marketing for international trade. (4+8)
2. Discuss the various factors affecting the selection of modes of transportation for overseas trade. (12)

#### UNIT - II

3. Examine the feasibility of air transportation and water transportation in the capacity of marketing manager (international operations). (12)
4. Write notes on -
  - (a) Export distribution.
  - (b) Linear Operations. (6+6)

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**UNIT - III**

5. Explain the role of forwarding and clearing agents in international marketing. (12)
6. Write short notes on -
- (a) Shipping Agent.
  - (b) Indian Shipping Policy. (6+6)

**UNIT - IV**

7. Explain the principles and practices of chartering. (12)
8. Write notes on -
- (a) Linear Shipping Conferences.
  - (b) Container Freightage. (6+6)

**UNIT - V**

9. Discuss the types and functions of warehouses. (12)
10. Write a detailed note on organization of ports. (12)