Date: 29.12.2020

THE TEXTILE ASSOCIATION (INDIA)
GMTA EXAMINATION-2020
SECTION-E; PAPER: EOD-I
International Trade Management

Instructions:
1. Attempt any six questions out of which Q1 is compulsory.
2. Figure to the indicate full marks.
3. Illustrate your answers with sketches and flow-charts wherever necessary.
4. Assume suitable data wherever necessary.

Q1. Answer the following

i) Dumping refers to __________
A. Reducing tariffs
B. Sale of goods abroad at low a price, below their cost and price in home market
C. Buying goods at low prices abroad and selling at higher prices locally
D. Expensive goods selling for low prices

ii) The margin for a currency future should be maintained with the clearing house by__________
A. The seller
B. The buyer
C. Either the buyer or the seller as per the agreement between them
D. Both the buyer and the seller

iii) Govt. policy about exports and imports is called__________
A. Commercial policy
B. Fiscal policy
C. Monetary policy
D. Finance policy

iv) The most general description of globalization is ______
A. Large scale movement of labour across countries
B. Expanded economic interaction between countries
C. Large scale movement of goods across countries
D. Large scale movement of capital across countries

v) Which of the following forms of FDI is a co-operative agreement between firms?
A. Joint Venture
B. Acquisition
C. Merger
D. Strategic Alliance
vi) Where is the headquarter of WTO?
A. New York  
B. Washington DC  
C. Geneva  
D. Austria

vii) Indirect regulations affecting international business does not include_______
A. Export licensing  
B. Antiboycott regulations  
C. Antitrust laws  
D. Anticorruption laws

viii) Which of the following is not a payment method used for international trade?
A. Consignment  
B. Open account  
C. Factoring  
D. Draft

ix) Monetary policy relates to controlling_________.
A. Money supply  
B. Money supply and interest rate  
C. Money supply, interest rate and exchange rate  
D. Credit creation by banks.

x) Voluntary export restraint is_______
A. Tariff Barrier  
B. Non Tariff Barrier  
C. Both Tariff and Non tariff Barrier  
D. Not a Trade Barrier

Q2. Attempt any Two
a. What are the benefits of Global Trade? How an International Trade affect the economy of a country?  
b. What is International Trade? How it is different from Global Trade?  
c. What is the impact of Coronavirus (COVID-19) Pandemic on International Trade?

Q3. Attempt any Two
a. What are the barriers to International trade? Explain with suitable examples.  
b. What factors contribute to SMEs in emerging markets to adopt Innovation practices?  
c. How International Marketing of Service Sectors differs from Domestics Service Sectors?

Q4. Attempt any Two
a. What is STP Concept (Segmentation, Targeting and Positioning). Discuss in terms of International Market.  
b. Write the various advantages and disadvantages of Internalization of business?
c. Explain the impact of technological change on Global Markets.

Q5. Attempt any Two

a. What are the various Pricing Strategies in International Business?

b. Highlights on the benefits of WTO in India.

c. Explain the various types of Entry Strategies with an example.

Q6. Attempt any Two

a. “Ethics is very essential in International Business”-Justify with suitable example.

b. Discuss the various challenges in Product Development for Global Market.

c. Discuss the Multilateral trade negotiation and agreements.

Q7. Attempt any Two

a. Explain the various factors influencing the selection of Distribution Channels in International Business?

b. What is international Marketing? Explain the scope and importance of International Marketing?


Q8. Short Notes: (attempt any four)

a) Green marketing and product development

b) International Monetary Fund

c) Role of GATT

d) Tariff and Non-tariff Barriers

e) Promotional Strategies in Global Market

f) Global sourcing and its impact on Indian Industry

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