



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM
Post Graduate Diploma in Materials Management - 2 years

JUNE 2025

PAPER No. 15(enrolment code –PGMM, PGSM)

INTERNATIONAL TRADE

Date : 25.06.2025
Time : 10.00 a.m to 1.00 p.m

Max. Marks: 70
Duration : 3 Hrs.

Instructions:

1. Part A, contains 4 main questions (with 5 sub-questions) each question carries 1 mark - Total 20 marks
2. Part B answer any 3 questions out of 5 questions. Each question carries 10 marks - Total 30 marks
3. Part C is a case study. Read the case carefully and answer the questions - Total 20 marks

PART – A

(20X1= 20 Marks)

(Compulsory - Attempt all questions each question carries 1 mark)

Q.1 Select the right answer

[5 marks]

1. Cross border barriers have been minimized due to _____
(a) Globalization (b) World Trade Organization (c) GATT agreements (d) None of these
2. Movement of capital is one of the advantages of
(a) FDI relaxation (b) International trade (c) global economics (d) All of these
3. The classical theory of foreign trade was proposed by
(a) David Ricardo (b) Heckscher (c) Adam Smith (d) Porter
4. Natural environment is an important factor in the _____ of international trade
(a) Internal environment (b) Macro environment (c) Micro environment (d) Resources
5. Different legal systems play an important role in the _____ process
(a) International courts (b) International marketing (c) International culture (d) All of these

Q.2 Fill in the blanks

[5 marks]

1. _____ systems is used in the exclusive communication process between two organizations
2. Subsidies are financial support extended by the government for _____
3. Anti-dumping duties are levied by the government in the form of _____
4. A bill of lading that specifies goods to be delivered to the specific person is a _____
5. Interest rate is one of the factors that determines the _____

Q.3 Mention True or False

[5 marks]

1. CLOUT refers to the storage and retrieval of data related to legal matters from the cloud
2. Clean payment refers to the payment made by a bank to settle a disputed amount
3. Demand based pricing is a method of pricing followed where the customers demand the price
4. Because of the failure of the World Trade Organization GATT was set up by the United Nations
5. Rise in consumer demand is one of the outcomes of globalization

Q.4 Match The following**[5 marks]**

COLUMN A		COLUMN B	
Sr. No.		Sr. No.	
1	Financial integration	A	TRIPS
2	Special Economic Zone	B	UNCITRAL
3	Intellectual property rights	C	Non-Tariff Barrier
4	Voluntary Export Restraint	D	Globalization impact
5	International Trade Law	E	Export Incentive

PART - B**[Total 30 marks]****Answer any THREE out of the following five questions:**

- Q5.** (a) Identify and explain all the steps that are followed in the B2C e-marketing model **[5 marks]**
 (b) What is an export house? What are its functions? **[5 marks]**
- Q6.** (a) Explain the non-tariff barriers used by government to protect the local industries **[5 marks]**
 (b) List out the steps to be followed in the course of export trade documentation **[5 marks]**
- Q7.** (a) Identify and explain the various strategies that are followed in export diversification **[5 marks]**
 (b) What are the various types of intellectual property that is protected by TRIPS? **[5 marks]**
- Q8.** (a) What are the factors that affect the exchange rate of a currency? **[5 marks]**
 (b) Explain the techniques followed for the adaptation of UNCITRAL trade laws? **[5 marks]**
- Q9.** (a) What are the reasons for the intervention of governments in international trade **[5 marks]**
 (b) Explain the process of EDI between two organizations with a diagram **[5 marks]**

PART - C**[Total: 20 Marks]****Q.10****CASE STUDY (Compulsory)**

M/s Expert Electronics Inc. (EEI) are the best manufacturers of electronic circuit boards in India catering to the computerized automation industry. The circuit boards are indigenously designed, developed and manufactured in their facility. In one of the trade-fairs a foreign company M/s Engineering Automation Inc. (EAI) evinced interest in their products. This gave M/s EEI, the idea to explore some overseas markets. M/s EEI knew the importance of a thorough analysis of the situation in the overseas market to venture into it. M/s EEI knew about the differences they have to face while venturing into the overseas market. M/s EEI also understood the challenges that is likely to be faced by them in their overseas venture. After taking into account the various factors M/s EEI decided to enter the overseas market. However, in order to make a major impact in the overseas market their price must be competitive. M/s EEI have to use all or most of the incentives offered in order to achieve an impact in the overseas trade. Since they did not have any experience in tackling the export market conditions and the export documentation, they decided to utilize the services of professionals for these two activities. M/s EEI felt they were fully prepared to take on the overseas market.

Questions:

- What are the differences likely to be faced by M/s EEI while entering into overseas trade **[5 marks]**
- What are the challenges that is likely to be faced by M/s EEI in the overseas trade **[5 marks]**
- What are the government incentive options that are available for M/s EEI? **[5 marks]**
- What are the export services provided and the advantages in using professionals **[5 marks]**