

**SVKM's NMIMS University  
School of Distance Learning**

**International Business Environment & International Marketing**

**Date: 14.12.2007**

**Marks: 100**

**Time: 3.00 to 6.00**

**Instruction:** Please attempt any four questions. All questions carry equal marks

1. Define the following
  - a. Anti-dumping Duties
  - b. Balance of Payment
  - c. Countervailing
  - d. Developing Countries
  - e. EFTA
2. What are the reforms undertaken for "Trade Growth" in India? Describe in detail.
3. What is trade policy and how it helps in the growth of food processing sector?
4. What is WTO? Describe its functions and structure.
5. What is international marketing and how it is different from domestic marketing?
6. What are the difficulties faced in Foreign Trade? Please elaborate.
7. How is understanding of social environment help in International marketing.
8. Describe the major non-tariff barriers to International trade.