

whether his company would be able to implement TQM, a system that appeared to be based on different norms and values than those of the workers of that region.

Questions :

- (a) Are the cultural assumptions on which TQM is based compatible or non-compatible with Indian Culture?
- (b) How do the relaxed GATT tariff become a barrier to Berry & Co?
- (c) What are the elements of TQM?
- (d) Do you think there is a problem in this case?

MBIB 3005

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Third Semester
International Business

EXIM FINANCING AND DOCUMENTATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What is export trade control?
2. Explain the importance of Marine insurance.
3. List out the procedures involved in export process.
4. Write down the duties of Indent house in export.
5. Distinguish export houses and trading houses.
6. State and explain the steps involved in documentation.

7. What is exchange control? What are its merits and demerits?

8. Explain SEZ units and illustrate it.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Describe the regulations in Foreign exchange.
10. Discuss the methods of Foreign payments.
11. Elaborate the role of RBI in export financing.
12. Enumerate the incentives and assistance rendered by the Indian Government towards export promotion.
13. Explain free trade and list out its advantages and disadvantages.
14. Discuss in detail about the customs formalities in exporting.
15. Write short notes on :
 - (a) Duty drawbacks
 - (b) Duty exemption
 - (c) Tax incentives
 - (d) EPCG
16. Do you think Marine insurance is a necessary one in export – Comment on it?

PART C — (20 marks)

(Compulsory)

17. Case study :

Amit Berry is the president and the owner of ABBC Ltd. a leading cosmetic suppliers across transatlantic region. Berry realized that if his company was to survive in the long run, the manufacturing operations need to become more effective and the company has to revise its strategy in order to cope with prevailing competition in the market. Relaxed tariff barriers had become an head-ache to Berry because it increased the level of competition to them in all of the country in transatlantic region, particularly in the cosmetics industry.

GATT had meant relaxed tariff barriers, allowing the free flow of goods and services into that region. Thus it result in increase of foreign manufactured products, including cosmetics, which were priced competitively and were perceived by domestic consumers to be superior in quality. Now the company is facing a cut throat competition. Berry had gone in silence and did not know what to do? When to do?

Berry had recently attended a seminar on total quality management sponsored by the local trade association. Despite benefits of TQM and the record of its past successes, Berry was uncertain