



**DIRECTORATE OF DISTANCE EDUCATION
KURUKSHETRA UNIVERSITY
KURUKSHETRA -136 119**

**SCHEME OF EXAMINATION
FOR
POST GRADUATE DIPLOMA IN
EXPORT MARKETING MANAGEMENT**

Session - 2018-19

There will be annual examination in the month of May/June. The paper - setter will set eight (8) questions all and the candidates shall be required to attempt any five (5). The questions will be designed to test the understanding of the subject matter and its applications.

The examination scheme is as follows -

| Course Code | Course Name | External Marks | Internal Marks | Max. Marks | Duration |
|-------------|------------------------------------|----------------|----------------|------------|----------|
| EM-101 | International Marketing | 80 | 20 | 100 | 3 Hrs. |
| EM-102 | International Business Environment | 80 | 20 | 100 | 3 Hrs. |
| EM-103 | International Marketing Research | 80 | 20 | 100 | 3 Hrs. |
| EM-104 | Export Documentation & Procedures | 80 | 20 | 100 | 3 Hrs. |
| EM-105 | Financial Management | 80 | 20 | 100 | 3 Hrs. |
| EM-106 | In-Company Training (Six Weeks) | - | - | 100 | |

EM 101: International Marketing

Ext. Marks : 80

Int. Marks : 20

Max. Marks : 100

Time : 3 Hours

Course Objectives :

This diploma programme is aimed at developing insight into export marketing and the various elements of international marketing - mix. It Lays emphasis on creating an awareness about international business environment and global marketing strategies and market mix elements with orientation to international and global strategies.

Note : Paper-setter will set eight questions out of which examinees will be required to attempt any five questions.

1. Nature and scope of marketing, international marketing conceptual framework.
2. Methods of entering foreign markets.
3. Buyer behaviour in international markets.
4. Market segmentation and foreign product positioning.
5. Planning, organisation, and control of an international marketing programme.
6. International product policies and decisions, branding and packaging decisions.
7. International pricing.
8. International product promotion.
9. Selection and management of foreign market channels.
10. International marketing of services.

SUGGESTED READINGS

1. Onkvisit and Shaw : International Marketing- Analysis and Strategy, New Delhi : Prentice Hall of India (P) Ltd.
2. Warren J. Keegan : Global Marketing Management, New Delhi : Prentice Hall of India (P) Ltd.

3. V.H. Kripalani : International Marketing, New Delhi :
Prentice - Hall of India (P) Ltd.
4. Simon Majaro : International Marketing : A Strategic
Approach to World Markets, London :
ELBS/ George Allen & Unwin Publishers.
5. Stanley Paliwoda : International Marketing, Oxford :
Butterworth -Heinemann Ltd.
6. B. Bhattacharya : Export Marketing strategies for Success,
New Delhi : Global Business Press
7. Subhash C. Jain : International Marketing Management, New
Delhi : CBS

EM 102 : International Business Environment

Ext. Marks : 80

Int. Marks : 20

Max. Marks : 100

Time : 3 Hours

Course Objectives : The course makes the students understand and appreciate the International business environment and various aspects dealing with the same, such as international and regional groupings, economic systems, and legal aspects of trade.

Note : Paper-setter will set eight questions out of which examinees will be required to attempt any five questions.

1. Nature and scope of international business.
2. Theories of international trade.
3. Tariff and non - tariff barriers.
4. GATT and WTO
5. UNCTAD, International Commodity Agreements.
6. Regional Economic Groupings: EU and NAFTA
7. ASEAN. SAARC. APEC. CIS
8. World Bank and Asian Development Bank.

9. European Monetary Systems.
10. Multinational Corporations.
11. Foreign investment in India.
12. Export - import policy

SUGGESTED READINGS

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|----|--|--|
| 1. | Parviz Asheghian & Bahman Ebrahimi | : International Business: Economics, Environment and Strategies. Sanfrancisco : Harper Collins Publishers. |
| 2. | Robert Grosse and Duane Kujawa | : International Business : Theory and Managerial Applications. Chicago : Richard D. Irwin. |
| 3. | Stanley Paliwoda | : International Marketing, Oxford : Butterworth- Heinemann Ltd. |
| 4. | Varshney and Bhattacharya | : International Marketing. |
| 5. | Nabhi's Export - Import | : Policy, New Delhi: Nabhi Publications. |
| 6. | EXIM Policy, New Delhi | : Ministry of Commerce. Government of India. |
| 7. | M.L. Verma | : Foreign Trade Management in India New Delhi : Vikas Publishing House. |
| 8. | Anant K. Sundaram and J. Stewart Black | : International Business Environment : Text and cases, New Delhi : Prentice - Hall of India (P) Ltd. |

EM-103 : International Marketing Research

Ext. Marks : 80

Int. Marks : 20

Max. Marks : 100

Time : 3 Hours

Course Objectives : The course aims at providing insight into basic research techniques required for international marketing.

Note : The paper setter will set eight questions out of which examinees would be required to attempt any five questions.

1. International marketing research : nature, Importance and an overview of process.
2. Organisation of international marketing research
3. Formulation of research problem and research design.
4. Sampling and sampling methods.
5. Sources of information for data acquisition.
6. Data acquisition - observation, interviewing, and experimental.
7. Data acquisition - the questionnaire.
8. Analysis of data :
 - a) Correlation analysis
 - b) Multiple regression analysis
 - c) Discriminant analysis
 - d) Factor analysis
 - e) Cluster analysis
9. Interpretation of data.
10. Report writing

SUGGESTED READINGS

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|---------------------------------------|---|---|
| 1. Susan P. Douglas & C. Samuel Craig | : | International Marketing Research, Englewood Cliffs : Prentice - Hall Inc. |
| 2. V.H. Kripalani | : | International Marketing, New Delhi : Prentice - Hall of India (P) Ltd. |
| 3. David J. Luck and Rubin | : | Marketing Research, New Delhi : Prentice Hall of India (P) Ltd. |
| 4. Donald Lehmann | : | Market Research and Analysis, Homewood (Illinois) : Irwin. |
| 5. Tull and Hawkins | : | Marketing Research, New Delhi : Prentice Hall of India (P) Ltd. |
| 6. G.C. Beri | : | Marketing Research, New Delhi : Tata McGraw. |
| 7. D.D. Sharma | : | Marketing Research, New Delhi : S. Chand & Sons. |
| 8. Ramanuj Majumdar | : | Marketing Research, New Delhi : Wiley Eastern Ltd. |

EM 104 : Export Documentation & Procedures

Ext. Marks : 80

Int. Marks : 20

Max. Marks : 100

Time : 3 Hours

Course Objectives :

The paper deals with the practical aspects of business from venturing into exports to the various procedural aspects of exports with due stress on documentation and the role of organisations associated with exports. It gives an overview of the incentives available to exporters.

Note : The paper-setter will set eight questions out of which examinees would be required to attempt any five questions.

1. Introduction to export documents and Incoterms.
2. Export contracts.
3. Processing of export order.
4. Methods of payments : D/A, D/P, Letters of Credit, Incoterms.
5. Pre - shipment inspection and quality control, cargo insurance.
6. Sales tax exemptions, excise clearance of export cargo.
7. Customs clearance of export cargo, role of clearing and forwarding agents.
8. Shipment of cargo, procedural aspects of foreign exchange regulations.
9. Duty drawbacks, EH, TH, STH, SSTH, criteria and incentives.
10. EOUs, EPZs, STPs and EHTPs, duty exemption schemes.
11. Customs clearance of Import cargo.
12. Ports and dry ports, Inland cargo movement, containerization.
13. Modes of transport in international trade.

SUGGESTED READINGS

1. M.I. Mahajan : Export Procedures and Documentation, New Delhi : Snowwhite.
2. Nabhi's Exporters' Manual : New Delhi Nabhi Publications.

3. F. Dow : Understanding Documentary Bills and Credits: A Practical Guide for Exporters, Importers, Forwarders and Bankers. SURREY: Croner Publications.
4. Anita Kumari : Export Incentives, New Delhi : Anupam Publications.
5. B.K. Chowdhary : Export Finance, Bombay : Himalaya Publishing House.
6. T.A.S. Balagopal : Export Management, Bombay: Himalaya Publishing House.
7. Raghuram, Asopa et al. : Shipping Management: Cases and Concept. Delhi: Macmillan India Ltd.

EM 105 : Financial Management

Ext. Marks : 80

Int. Marks : 20

Max. Marks : 100

Time : 3 Hours

Course Objectives : The course aims at acquainting the students with the various aspects and essential techniques of financial management, the emphasis being on international finance functions.

Note : The paper-setter will set eight questions out of which examinees would be required to attempt any five questions.

1. Introduction to financial management, role of financial manager.
2. Sources of export and import finance.
3. Factoring and forfeiting.
4. Management of financial risks - ECGC, Credit rating agencies.
5. Preparation of financial budgets.
6. Working capital management.

- Financial analysis - ratio analysis.
- Fund flow and cash flow analysis.
- Foreign exchange regulations - laws and practices.
- 0. Pricing in international business.
- 1. Cost - Volume - Profit Analysis and its business applications.
- 1 Budgetary Control.

SUGGESTED READINGS

- .. MY. Khan and P.K. Jain : Financial Management, New Delhi Tata McGraw Hill.
- 2. I.M. Pandey : Financial Management New Delhi : Vikas Publishing House.
- 3 S.C. Kuchhal : Financial Management, Allahabad : Chaitanya Publishing House.
- 4. B.K. Chowdhary : Export Finance, Bombay: Himalaya Publishing House.
- 5. R.L. Gupta : Advanced Accountancy (Vol. II, III & IV), New Delhi : Sultan Chand & Sons.
- 6. S.N. Maheshwary : Management Accounting and Financial Control, New Delhi : Sultan Chand and Sons.

EM-106 In-Company Training (Six Weeks)

Each candidate will have to undergo immediately after the Examination In-company training in an export enterprise for six weeks. The candidate will work on any problem relating to exports of that enterprise. After successful completion of the In-company Training, each candidate will submit a report, which will be evaluated by the external examiners who will award marks out of 100 marks.