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NA—116—2022

FACULTY OF COMMERCE

B.Com. (Sixth Semester) EXAMINATION

MAY/JUNE, 2022

(New Course)

FOREIGN TRADE PRACTICES AND PROCEDURES

Paper (BC-6.4D) (UGCVC-FTPP-X)

(Marketing Logistics)

(Tuesday, 14-6-2022)

Time : 9.30 a.m. to 1.15 p.m.

Time— 3.45 Hours

Maximum Marks—75

N.B. :—Q. No. 1 is compulsory.

1. Define Marketing Logistics. State the various objectives of Marketing Logistics. 20

2. Discuss the various Customer Services Skills in detail. 15

Or

Explain in detail the problem faced by Water Transport.

3. What is Road Transportation ? State its advantages. 15

Or

Discuss International distribution strategy in detail.

4. State the difference between International Marketing and Domestic Marketing. 15

Or

Write a detailed note on Carriage of Goods by Sea.

5. Write short notes on (any two) : 10

(i) Functions of Warehousing

(ii) Limitations of Air Transport

(iii) The total System Concept.

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