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Paper Code :DMB-308

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BBA-16
3rd Year Examination, Calendar Batch 2015
International Trade
&
Sales & Distribution Management

Time : 3 Hours]

[Max. Marks : 100

*Note. (A) Attempt any **five** questions.*

*(B) Each question carries equal marks. (20*5)*

Section-A
International Trade

- Q.1** Explain the meaning and nature of monetary fund. What are the credit facilities involves in financing?
- Q.2** What are the steps are taken by the government for export promotion? Explain with example.
- Q.3** What do you mean by export promotion? Explain the need of export promotion in India.
- Q.4** What do you mean by foreign exchange? Discuss about the need of foreign exchange.

Section-B
Sales and distribution management

- Q.5** What do you understand by motivation? Why it is require to motivate channel member?
- Q.6** Describe the key decision area sales and distribution management.
- Q.7** Discuss Maslow's hierarchy of need.
- Q.8** How an applicant, before accepting a job, could appraise himself quality of training that will be provided to him?

