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Paper Code :DMB-308

**Roll No.
BBA-16**

**3rd Year Examination, Academic Batch 2015-16
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)

Q.1. Explain the meaning, nature, aim and scope of international trade.

Q.2. Write the limitations of Classical theory. How Ricardian theory differs from Classical theory of international trade.

Q.3. What are the steps taken by the government for export promotions? Explain with examples.

Q.4. What is W.T.O.? Explain the objectives and functions of W.T.O.

Q.5 How does channel provides distribution efficiency.

Q.6 Why should companies go for SWOT analysis for channel selection?

Q.7 What do you mean by trade margin?

Q.8 Discuss Maslow's hierarchy of need