

SPECIALISATIONS OFFERED IN 3RD AND 4TH SEMESTERS

INFORMATION TECHNOLOGY

Third Semester

Paper No.	Title of the Paper(s)	External Marks	Internal Marks	Practical Marks / Work-shop
E-2319	Object-Oriented Analysis & Design with Programming in C++	60	40	-
E-2320	Programming in Oracle	60	40	-
E-2321	Data Base Management System	60	40	-
E-2322	Multimedia and Web Development	60	40	-

Fourth Semester

Paper No.	Title of the Paper(s)	External Marks	Internal Marks	Practical Marks / Work-shop
E-2419	Software Engineering	60	40	-
E-2420	Systems Analysis and Design	60	40	-
E-2421	Artificial Intelligence	60	40	-
E-2422	Programming in Java	60	40	-

Note: The duration of the end term examination shall be 3 hours.

INTERNATIONAL BUSINESS

Third Semester

Paper No.	Title of the Paper(s)	External Marks	Internal Marks	Practical Marks / Work-shop
E-2323	Foreign Exchange Management	60	40	-
E-2324	International Marketing	60	40	-
E-2325	Multinational Banking	60	40	-
E-2326	International Trade Theory and Policy	60	40	-

Fourth Semester

Paper No.	Title of the Paper(s)	External Marks	Internal Marks	Practical Marks / Work-shop
E-2423	Global Strategic Management	60	40	-
E-2424	International Financial Management	60	40	-
E-2425	International Logistics	60	40	-
E-2426	International Accounting	60	40	-

Note: The duration of the end term examination shall be 3 hours.

External Marks: 60
Practical Marks: 40
Time : 3hrs.

**OBJECT-ORIENTED ANALYSIS & DESIGN WITH PROGRAMMING IN C++ PAPER
CODE: E-2319**

Unit-I

Object-oriented concepts, object and classes, links and associations, inheritance and multiple inheritance, grouping constructs, polymorphism, encapsulation.

Unit-II

Object modeling, dynamic modeling, functional modeling, object-oriented system development

Unit-III

C++ language: Classes and objects, functions, constructors and destructors, overloading, type conversions

Unit-IV

Inheritance: Extending classes, pointers, virtual functions and polymorphism, input-output operations.

Lab: Programming in C++ on above defined syllabus

Suggested Readings:

1. Deitel and Deitel , **C ++How to Program**, Pearson Education, New Delhi.
2. Robert Lafore, **Turbo C++**, Galgotia Publications, New Delhi.
3. Booch , **OOAD**, Add Wesley
4. Stroustrup , **C++** , Addison Wesley
5. Rumbagh, **OOPS**, PHI, New Delhi.
6. Balagurusamy , **OOPS with C++**,TMH, New Delhi.
7. Herbert Schildt, **C++ The complete Reference**, TMH, New Delhi.
8. Satzinger, **Object Oriented Analysis and Design**, Thomson Learning, Bombay.

Note:

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 60
Practical Marks: 40
Time : 3hrs.

PROGRAMMING IN ORACLE
PAPER CODE: E-2320

Unit-I

Introduction to Oracle: DBMS, RDBMS, tools of oracle: SQL*PLUS.PL/SQL, forms, reports, SQL vs SQL*PLUS, data types in oracle, data definition language, data manipulation language, transaction control and data control language.

Unit-II

SQL functions, operators, joins, queries and sub queries, constraints.

Unit-III

Database Objects: Synonym, sequence, view and index; abstract data types, varying arrays, nested tables, concept of locks and types of locking.

Unit-IV

Introduction to PL/SQL: Advantages, PL/SQL block, declarations, executable commands: conditional logic, loops, goto statements; concept of exception handling, database triggers.

Lab: Programming in Oracle on above defined syllabus.

Suggested Readings:

1. Page, **Special Editions using Oracle 8/8i**, Prentice Hall of India, New Delhi.
2. Lemme & Colby, **Implementing and Managing Oracle Databases** , Prentice Hall of India, New Delhi.
3. Loney, **ORACLE 8i: The Complete Reference**, Tata McGraw Hill, New Delhi.
4. Phillip J. Pratt, **Guide to SQL**, Thomson Learning, Bombay.
5. Morrision, **Enhanced Guide to Oracle 8i**, Thomson Learning, Bombay.

Note:

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 60
Practical Marks: 40
Time : 3hrs.

DATA BASE MANAGEMENT SYSTEM
PAPER CODE: E-2321

Unit-I

Data models: Hierarchical and network, functions of data base management system, object oriented data base management system

Unit-II

Data Independence: Logical and physical, data base administration, relational data model, normalization, concurrency, deadlock, Codd rules, backup & recovery.

Unit-III

Distributed data base system: Introduction, options for distributing a database, objectives, problems of distributed system. Distributed data base system and internet

Unit-IV

Emerging Data base Technologies : Internet Databases, Digital Libraries, Multimedia Databases, Mobile Databases

Lab: Programming in any RDBMS package on above defined syllabus.

Suggested Readings:

1. Kroenke, **Database Processing** , Pearson Education
2. Garcia, Ullman, **Data Base Implementation**, Pearson Education
3. Garcia, Ullman, **Data Base The Complete Book** , Pearson Education
4. Kahate, **Introduction to Database Management System**, Garcia, Ullman, **Data Base Implementation**, Pearson Education
5. Rob, **Database System**, Thomson Learning.
6. Singh S. K., **Database Systems** , Pearson Education
7. Abraham, Korth , **Data Base System concepts**, McGraw Hill.
8. Pratt, **Concept of Data Base Management**, Thomson Learning, Vikas Publishing House, New Delhi
9. Elmsari Navathe , **Fundamental of Database system**, Pearson Education
10. Date , C.J., **Introduction to Database System 8e**, Pearson Education.
11. Fred R. McFadden, Jeffrey A. Hoffer & Marry B. Prescott, **Modern Data Base Management**, Pearson Education, New Delhi.

Note:

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 60
Practical Marks: 40
Time : 3hrs.

MULTIMEDIA AND WEB DEVELOPMENT
PAPER CODE: E-2322

Unit-I

Introduction to Multimedia: Multimedia devices, components of multimedia systems, authoring tools, creating multimedia, video-capturing, video on demand.

Unit-II

Data compression : Need for data compression, non-lossy and lossy compressions for images, color, gray scale and still-video image, video image, and audio compression JPEG standard, MPEG standard, DVI Technology, MIDI, brief survey of speech recognition and generation.

Unit-III

Data and file format standards, Multimedia applications design :Application classes, types of multimedia systems; Distributed multimedia systems : Components, distributed multimedia databases.

Unit-IV

Introduction to Web design: Web development process, site types and architectures, navigation theory and practice.

Introduction to Page: Page sizes, page types, web design tools; introduction to text: Fonts and text layout, formatting tags, text design issues for the web.

Lab: Each student is required to develop at least one website.

Suggested Readings:

1. Buford, **Multimedia Systems**, Pearson Education
2. Vaughan, **Multimedia Making IT Work**, Tata McGraw Hill
3. Villamil and Molina, **Multimedia: An Introduction**, Prentice-Hall of India
4. Shuman, **Multimedia in Action**, Vikas Publishing House, New Delhi
5. Senclair, **Multimedia on the PC**, BPB Publications.
6. Rosch, **Multimedia Bible**, Sams Publishing
7. Powell, **Web Design The Complete Reference**, Tata McGraw Hill, New Delhi.

Note:

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 60
Practical Marks: 40
Time : 3hrs.

SOFTWARE ENGINEERING
PAPER CODE: E-2419

Unit-I

Concept of software engineering, software characteristics, software metrics : categories, areas of applications, token count, function point analysis, data structure metrics

Software Development : Phases,; Models : Waterfall model, Prototyping model, Spiral model, Rapid Application Development model

Unit-II

Software quality factors, cost estimations, COCOMO, project scheduling, quality assurance plans, project monitoring plans; Software risk management

Unit-III

System design, design objectives, effective modular design (coupling, cohesion), design tools and techniques, prototyping, structured programming.

Unit-IV

Coding, verification, monitoring and control, testing. testing fundamentals, test case design, functional and structural testing, test plan, activities during testing, unit and integration testing.

Suggested Readings :

1. Pressman , **Software Engineering: A Practitioner's Approach 6e**, Mc Graw Hill
2. Ghezzi, **Fundamentals of Software Engineering**, Prentice Hall of India, New Delhi.
3. Jalote, **An Integrated Approach to Software Engineering 3e**, Narosa
4. Leon & Leon, **Software Engineering**, Vikas Publishing House, New Delhi
5. Sommerville, **Software Engineering**, Pearson Education.
6. Fenton & Pfleger, **Software Metrics** , Thomson Learning

Note:

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 60
Practical Marks: 40
Time : 3hrs.

SYSTEMS ANALYSIS AND DESIGN
PAPER CODE: E-2420

Unit-I

Concept of system, Business Information System, types of business information systems, overview of system development methodologies, role of systems analyst, CASE tools for systems analyst; feasibility study - economic, organizational and cultural, technological, schedule and resource.

Unit-II

System Development Life Cycle : Preliminary investigation - Information System Projects, evaluation of system requests, major steps in preliminary investigation; Systems Analysis - fact finding techniques, documentation, data flow diagrams, data dictionary; cost benefit analysis.

Unit-III

Systems Design : User interface design, input and output design, data design; Systems Implementation : Application development, quality assurance, structured application development - structure charts, cohesion, coupling, testing, program, system, operations, user documentation; Installation - Training, system changeover.

Unit-IV

Designing Distributed and Internet Systems : designing distributed systems - designing systems for LANs, for client / server architecture; designing internet systems - internet design fundamentals, design issues related to site management, managing online data.

Suggested Readings:

1. Hoffer et. al. , **Modern System Analysis and Design**, Thomson Learning
2. Shelly, Cashman, Rosenblatt, **System Analysis and Design 4e**, Thomson Learning
3. Satzinger, **System Analysis and Design**, Thomson Learning, Bombay.
4. Hawryskiewycz, **I T. Introduction to Systems Analysis and Design. 2nd ed.**, New Delhi, Prentice Hall of India.
5. Whitten, J L. **System Analysis and Design Methods** . New Delhi, Galgotia.
6. Awad, Elias M. **Systems Analysis and Design**, Prentice Hall of India, New Delhi.

Note:

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 60
Practical Marks: 40
Time : 3hrs.

ARTIFICIAL INTELLIGENCE
PAPER CODE: E-2421

Unit-I

Application-areas of artificial intelligence in business, solving problems, state space search, breadth first search, depth first search, expert systems: overview, components, steps in constructing expert system.

Unit-II

Heuristic search techniques: generate and test, hill climbing, best first search, problem reduction, constraint satisfaction, means-ends analysis.

Unit-III

Knowledge representation: predicate logic, resolution in predicate logic, semantic nets, frames, conceptual dependency.

Unit-IV

Symbolic reasoning under uncertainty, learning, introduction to Natural Language Processing and neural networks.

Suggested Readings:

1. Luger, **Artificial Intelligence**, Pearson Education
2. Rich. & Knight, **Artificial Intelligence**, TMH, New Delhi,
3. Patterson, **Introduction to AI & Expert Systems** , PHI, New Delhi
4. Winston, **Artificial Intelligence**, Pearson Education
5. Girantano, **Expert Systems** , Thomson Learning, Bombay.

Note:

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 60
Practical Marks: 40
Time : 3hrs.

PROGRAMMING IN JAVA
PAPER CODE: E-2422

Unit-I

Programming through JAVA: JAVA history, JAVA features, JAVA and internet, JAVA and WWW, hardware and software requirements, JAVA environment, program structure, JAVA tokens, JAVA virtual machine, constants, variables and data types, operators and expressions, decision making and branching, decision making and looping.

Unit-II

Classes, objects and methods, interfaces, packages, managing errors and exceptions, multithreading

Unit-III

Applet programming: local and remote applets, applets and applications, applet life cycle, creating an executable applet, applet tag, passing parameters to applets, i/o basics.

Unit-IV

String handling, event handling, AWT: Working with windows, graphics and text, controls, layout managers.

Lab: Java Programming and Internet Surfing.

Suggested Readings:

1. Wigglesworth, **Advanced Programming in Java**, Thomson Learning, Bombay.
2. Slack, **Problem Solving in Java**, Thomson Learning, Bombay.
3. Deitel and Deitel, **JAVA How to Program**, Pearson Education,
4. Decker, **Programming Java**, Vikas Publishing House, New Delhi
5. E.Balagursamy, **Programming in JAVA**, TMH, New Delhi.
6. Patrick Naughton, **JAVA Complete Reference**, TMH, New Delhi.
7. Herbert Schildt, **JAVA Complete Reference**, TMH, New Delhi.

Note:

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 60
Internal Marks: 40
Time: 3 hrs.

FOREIGN EXCHANGE MANAGEMENT
PAPER CODE: E-2323

Unit-I

Nature of foreign exchange: sources of demand for and supply of foreign exchange-the balance of payments (bop) framework; nominal, real and effective exchange rates; determination of rate of exchange, monetary portfolio balance, purchasing power parity approaches; overvalued and under valued currencies; exchange rate systems.

Unit-II

General factors of exchange rate fluctuations; the Dornbusch Sticky -price theory of exchange rate volatility; exchange rate overshooting and the J-curve effect; central banking intervention for exchange rate stability; effect of depreciation on trade balance.

Unit-III

Nature functions and participants of foreign exchange market; spot and forward markets; forward premium; forwards in hedging and arbitrage; methods of quoting exchange rates; cross rates of exchange; arbitrage operations; bid -ask spreads; the Interest Rate Parity Theorem; the Expectation Theory; International Fisher Effect.

Unit-IV

Currency futures, options and determination of their market value, over-the-counter options; Fisher Black's Optional-Pricing model; currency and interest rate swaps; credit risk of swaps, Euro currency market and its instruments; measuring foreign exchange risk and exposure; basic techniques of exposure management; foreign exchange regulation in India.

Suggested Readings:

1. Giddy I.A.N., **Global Financial Markets**, AITBS, New Delhi
2. D. Levi Maurice, **International Finance**, Prentice Hall of India, New Delhi
3. Buckley, **Multinational Finance**, Prentice Hall of India, New Delhi
4. Roth Paul, **Mastering Foreign Exchange and Money Markets**, Pitman, London
5. Apte P.G., **International Financial Management**, Tata McGraw Hill, New Delhi

Note:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

INTERNATIONAL MARKETING
PAPER CODE: E-2324

Unit-I

Nature of international marketing; domestic vs. international and global marketing; benefits, tasks and challenges of international marketing; organizational structure for international marketing; WTO framework and the international marketer; international marketing environment; screening international marketing opportunities; techniques of foreign market selection; broad structure of an international marketing plan.

Unit-II

International marketing research and information system; foreign market entry modes; global marketing operations and strategies; product and banking decisions; international product life cycle; counterfeiting and IPR issues; pricing strategies; environmental factors affecting international prices; international dumping; financing international marketing transactions.

Unit-III

The structure of international distribution systems; channel selection decisions; managing channel conflicts; aspects of international supply chain management; international direct marketing; leveraging international distribution for competitive advantage.

Unit-IV

International promotion mix; push and pull strategies; aspects of international sales management; challenges of international advertising; global media strategy; organizational structure for international marketing planning; operations and control; managing risk in international marketing.

Suggested Readings:

1. Onkvisit Sak and John J. Shaw, **International Marketing – Analysis and Strategy**, PHI, New Delhi
2. Doole Isobel and Robin Lawe, **International Marketing Strategy**, Thomson Learning,
3. Keegan Warren J., **Global Marketing Management**, Pearson Education, Delhi
4. Joshi, Rakesh Mohan, **International Marketing**, Oxford University Press, New Delhi
5. Rajgopal, **International Marketing**, Vikas, New Delhi

Note:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

External Marks: 60
Internal Marks: 40
Time: 3 hrs.

MULTINATIONAL BANKING
PAPER CODE: E-2325

Unit-I

Structure and growth of international banking; eurocurrency markets; growth of Eurocurrency deposits and credit; determination of eurocurrency interest rates; eurocurrency instruments; euro credit multiplier process; factors of multinationalization of banking; organizational characteristics of multinational banking.

Unit-II

Regulatory environment for international banking; international banking risks; capital adequacy; syndication techniques in international lending; transferability and trading of loans; international bank credit rating; role of Bank for International Settlements.

Unit-III

International payment systems; international asset and liabilities management; derivatives trading by multinational banks; bank asset portfolio management; strategies for managing non-performing assets; international credit appraisal techniques.

Unit-IV

Banks' participation in international money and capital markets; international banking mergers and acquisitions.

Suggested Readings:

1. Macdonald S. Scott and Timothy W. Koch, **Management of Banking**, Thomson Learning, Singapore
2. Fabozzi Frank J. , et. al., **Foundations of Financial Markets and Institutions**, Pearson Education, Delhi
3. Giddy Ian H., **Global Financial Markets**, AITBS, New Delhi
4. Robinson Stuart W., **Multinational Banking**, A.W. Sijthoff International, Leiden
5. Lees Francis A., **International Banking and Finance**, John Wiley, New York

Note:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section_‘A’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

External Marks: 60
Internal Marks: 40
Time: 3 hrs.

INTERNATIONAL TRADE THEORY AND POLICY
PAPER CODE: E-2326

Unit-I

Growing importance of trade in world economy; trade as an agent of globalization; alternative bases and explanations of trade; gains from trade; term of trade – alternative concepts; trade equilibrium and determination of terms of trade; significance of conceptual understanding of trade theory for IB manager

Unit-II

Free trade versus protection; tariff classification; economic effects of tariff; tariff retaliation; export subsidies, countervailing duties and dumping; effects of a quota; international economic integration – forms and levels; trade creating and trade diverting effects of a custom union; repercussions of regional economic groupings on the strategy of international marketers

Unit-III

Components of international trade policy; export promotion strategies; import substitution; rationale and working of free trade zones; assessing export potential for specific products in specific markets; logic of state trading and canalized trade; trade fairs and exhibition; commercial intelligence

Unit-IV

Major quantitative and qualitative; trends in India's foreign trade since 1991; major schemes and incentives for exporters; import control regime; impact of WTO provisions on trade policy; overall assessment of India's trade policy

Suggested Readings:

1. Krugman, Paul R. and Maurice Obstfeld, **International Economics: Theory and Policy**, Pearson Education, Delhi
2. Bo Sodersten, **International Economics**, Macmillan, London
3. D. Salvatore, **Theory and Problems of International Economics**, McGraw Hill, New York
4. H. Robert Heller, **International Trade**, Prentice Hall of India, New Delhi
5. Govt. of India, Economic Survey (Latest Issue)

Note:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be **compulsory**. All the five questions will carry equal marks.

External Marks: 70

Internal Marks: 30

Time: 3 hrs.

GLOBAL STRATEGIC MANAGEMENT

PAPER CODE: E-2423

Unit-I

The phenomenon of globalization; drivers and obstacles to globalization; motives and determinants of internationalization of firms; components and challenges of international strategic management; developing a strategic planning model for an MNC; approaches to multinational corporate strategy; impact of personal values and corporate and culture on international strategy.

Unit-II

Motives for strategic global alliances; strategic value of an alliance; partner analysis; criteria for successful alliances; cross -border mergers and acquisitions; managing integration, transition and consolidation phases; strategic considerations in foreign market identification, entry and exit; product strategies for global markets; strategic decisions over different stages of international product lifecycle; R&D networking and technology strategy; global knowledge management.

Unit-III

Strategic considerations in expatriate personnel management; HR strategies in cross-cultural environment; international control system; aspects of headquarter control over subsidiaries; challenges of multinational recruitment, selection and performance appraisal; integrating ethical and social responsibility concerns with strategic management; communication and negotiation strategies; e-commerce strategy.

Unit-IV

Risk strategies in multinational management; global capital structure decisions; international investment strategy; minimizing taxation burden; transfer pricing techniques; managing international intra-company accounts; management of blocked funds; managing project, working capital and trade finance; strategies for global competitive advantage.

Suggested Readings:

1. Cullen John B., **Multinational Management – A Strategic Approach**, South-Western, Ohio.
2. Sindhvani Trilok N., **The Global Business Game – A Strategic Perspective**, MacMillan, New Delhi
3. Daniels John D. et.al., **International Business – Environment and Operations**, Pearson Education, New Delhi
4. Lasserre Philippe, **Global Strategic Management**, Palgrave MacMillan, Hampshire

Note:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

External Marks: 60
Internal Marks: 40
Time: 3 hrs.

INTERNATIONAL FINANCIAL MANAGEMENT
PAPER CODE: E-2424

Unit-I

Finance function in a multinational firm; structure of international financial markets; cost and availability of international financial flows; international financial instruments.

Unit-II

Aspects of international cash management; investment criteria and borrowing decisions; centralized versus decentralized cash management; optimizing cash flows; cash management and value of the firm.

Unit-III

International portfolio versus direct investment; international CAPM and Roll's critique; Arbitrage Pricing Theory; capital budgeting for foreign investment; strategic adjustment to international taxation; assessing and managing country risk in capital budgeting decisions.

Unit-IV

Multinational capital structure and cost of capital; strategic considerations in euro -equity issues; international bond financing; determining financial structure of foreign subsidiaries of MNCs; financial choices for an MNC and its foreign affiliates; international portfolio diversification-techniques and barriers; asset allocation policy; costs and risks of financing; strategies for managing currency risk.

Suggested Readings:

1. Levi Maurice D., **International Finance**, McGraw-Hill, New York
2. Buckley A., **Multinational Finance**, Prentice-Hall of India, New Delhi
3. Shapiro A.C., **Multinational Financial Management**, Prentice-Hall, New Delhi
4. Apte P.G., **International Financial Management**, TATA McGraw-Hills, New Delhi
5. Butler, K.C., **Multinational Finance**, Thomson Learning, Bombay

Note:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.

External Marks: 60

Internal Marks: 40

Time: 3 hrs.

INTERNATIONAL LOGISTICS
PAPER CODE: E-2425

Unit-I

Trends in world trade growth; nature, significance and components of international logistics; creating an export organization; registration and licensing; selecting export products and markets and channels; export costing and pricing procedures incoterms; deciding payment terms; export contracts; deciding currency of payment; export order processing; international logistics infrastructure.

Unit-II

Arranging pre -shipment finance; export procurement; quality control and pre -shipment inspection; packing and labeling of export consignments; basic procedure and documentation for excise and custom clearance; ADS; Cargo insurance; shipping modes procedures and documentation; role of forwarding agents.

Unit-III

Arranging post-shipment finance; documentary collection of export bills; UCPDC guidelines; negotiating documents under L/C; managing exchange earners' foreign currency accounts; availing foreign exchange facilities; protecting against adverse movements in exchange rates; role of EXIM Bank; major provisions of FEMA relating to exporters; export credit risk insurance and the role of ECGC.

Unit-IV

Major export promotion schemes in India; export assistance to export houses; SEZ units, EOUs, EHTP, STP and BTP units; facilities for deemed exports; marketing development assistance; trade information support; role of commodity boards and export promotion councils in trade promotion; facilities for service exports.

Suggested Readings:

1. Paras Ram, **Export: What, When, How**, Anupam Publications, New Delhi
2. Khurana, P.K., **Export Management**, Galgotia Publishing, New Delhi
3. Shavaramu, **Export Marketing – A Practical Guide for Exporters** , Wheeler Publishing, New Delhi
4. Govt of India, **An Overview of Customs** , Commissionate of Customs and ICDs, New Delhi
5. Govt. of India, **Ministry of Commerce and Industry – Handbook of Procedure**, Govt. of India, New Delhi

Note:

1. One case study be discussed – per unit – in the class.
2. **Instruction for External Examiner:** The question paper will have two sections. Section 'A' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one CASE STUDY which will be compulsory. All the five questions will carry equal marks.