

(C) INTERNATIONAL BUSINESS GROUP

Time - 3 hours

Full Marks - 100

Paper III

BUSINESS REGULATORY FRAMEWORK

- i. Laws of Contract - Nature of contract, offer and acceptance, Capacity of parties to contract, Free consent, consideration, Performance of contract, Discharge of contract, Indemnity and guarantee Bailment, Pledge, Agency.
- ii. Sale of Goods Act - Formation of contract of sale conditions and warranty, Transfer of property in goods, Unpaid seller and his rights.
- iii. Negotiable Instrument Act - Definition of Negotiable Instruments, Features, Bill of Exchange and cheque, Holder and Holder in due-course, Dishonour and Discharge of Negotiable Instruments.
- iv. Arbitration Act - Definition and Main provisions, Arbitrators.
- v. Consumer Protection Act - Salient Features, Definition of Consumer, Grievance Redressal Machinery.

Suggested Readings :

1. Kauchal M. C. - Business Law, Vikas Publishing House, N. Delhi
2. Kapoor N. D. - Business Law, Sultan Chand & Sons, New Delhi
3. Singh Atar - The Principles of Mercantile Law, Eastern Book Company, Lucknow

4. Prasad Manmohan -Vyaparik Sanniyam, Motilal Banarsidas, Patna
5. Nolakha, Tiwari & Kithari - Vyavsayik Niyaman Vyavastha, Ramesh Book Depot
6. Sen A.K. and Mitra J.K. - Commercial Law - The World Press Pvt. Ltd., Kolkata

Paper IV

INTERNATIONAL MARKETING

- i. Introduction - Nature, Definition and scope of Internations Marke-ting, Domestic vs International marketing, Marketing strategy of MNC's.
- ii. Product Planning for International Market - Product Mix, Brand- ing, Packaging, Quality issues, After Sales Service.
- iii. International Pricing - Factors influencing International Price, Pricing process and Methods.
- iv. Promotion and Distribution - Methods of International Promotion, Advertising, International distribution Channels.
- v. Export Policy and Practices in India - Exim policy, Trends in Indian Foriegn Trade, Expert pricing, Export Finance.

Suggested Readings :

1. Bhattacharya and Varchney - International Marketing Managem-ent, Sultan Chan, New Delhi.
2. Kriplani V. - International Marketing, Prentice Hall, New Delhi
3. Iceegan W.J. - Multinational MKGTg Mgt, Prentice Hall, N. Delhi
4. Kothari Jain - Antarrashtriya Vipnan, Ramesh Book Depot.
5. Rathor, Rathor & Jain - International Marketing - HPH Bombay.