

**VISHISHT SCHOOL OF MANAGEMENT, INDORE**  
**BFT 2<sup>nd</sup> Sem**  
**Assignment**

**INTERNATIONAL TRADE THEORY**

1. Explain the concept , nature and importance of International Trade?
2. Recardo's Comparative Advantage Theory is the basis of modern Trade Theories. Evaluate this statement?
3. Explain the Absolute Advantage Theory with the help of suitable example. How far this theory is applicable in today's foreign trade context?
4. What are the different types and impact of International Economic Integration?
5. Write short notes on following..
  - a. Trade Equilibrium
  - b. Terms of Trade
  - c. Free Trade
  - d. Export Promotion Strategies

**ECG**

1. Write down the meaning of commercial Geography.
2. Explain Latitude and Longitude with diagram each.
3. Write down Indo China trade relations 2015-20.
4. Explain commercial geography Brazil.
5. Write short summary on following
  - a. Japan
  - b. Italy
  - c. South Africa

**FRENCH**

des questions

1. écrire l'alphabet français.
2. Expliquez les types de voyelles françaises. avec 5 exemples chacun.
3. Expliquez les verbes ER avec 5 conjugaisons.
4. écrire 10 lignes sur la mère.
5. écrire 10 salutations en français.

**FINANCIAL ACCOUNT**

Que. 1 What do you mean by Book Keeping? Describe the importance, advantages and disadvantages of book keeping.

Que. 2 give journal entries for the following transaction.

1. Mahesh started business with cash ----- 15,000
2. Purchased goods from Verma -----12,000
3. Goods distributed as free samples -----1,100
4. Paid to Verma by cheque in full settlement -----11,950
5. Deposited in to the bank -----14,000

Que. 3 What you mean by Trial Balance? Discuss the objects and method of preparing a Trial Balance?

Que. 4 What is Share ? Describe the different types of shares.

Que. 5 What is meant by Depreciation? Describe the importance of Depreciation.

### **GLOBAL BUSINESS ENVIRONMENT**

1. What is Macro and Micro environment and explain techniques of environmental analysis.
2. Explain political and Economic Environment and commercial policy of government.
3. What is challenges of multinational corporation explain its problems and benefits.
4. What is business planning and marketing strategy.
5. What is financial market, explain trends in world trade and problems of developing countries.

### **PRINCIPAL OF MANAGEMENT**

Q.1 Define Marketing and distinguish it from selling.

Q.2 “Marketing should aim at meeting a given customers need rather than selling a given product”. Discuss this concept in the light of conceptualizing the various philosophies of marketing.

Q.3 What is a new product? Discuss the process of new product development.

Q.4 Describe different types of distribution channels in india. Can a company survive on single distribution channel?

Q.5 Write difference between personal selling and publicity.