

Instructions :- (1) All questions are compulsory having internal options.  
(2) Figures to the right indicate full marks.

- Q:1 A) Choose the correct answer from the options given below (Any 10) 10**
- 1) Export marketing involves \_\_\_\_\_ than domestic marketing.
    - a) Higher risk
    - b) Lesser documentation
    - c) Lesser government interference
    - d) Limited competition
  - 2) To overcome the problem of non-payment by the overseas buyers, Indian exporters can obtain credit risks policy from \_\_\_\_\_.
    - a) ECGC
    - b) EPCG
    - c) DGFT
    - d) RBI
  - 3) \_\_\_\_\_ is part of India's merchandise exports.
    - a) Consultancy
    - b) Software
    - c) Transportation
    - d) Gems and Jewellery
  - 4) \_\_\_\_\_ is a negative impact of regional economic groupings to member countries.
    - a) Efficiency
    - b) Economic growth
    - c) Economies of Scale
    - d) Trade Diversion
  - 5) Malaysia, Indonesia, Thailand, Singapore etc. are members of \_\_\_\_\_.
    - a) NAFTA
    - b) EU
    - c) ASEAN
    - d) OPEC
  - 6) Regional economic groupings are also known as \_\_\_\_\_.
    - a) Regulatory bodies
    - b) State blocs
    - c) Trading blocs
    - d) National blocs
  - 7) \_\_\_\_\_ are allowed to self-certify their manufactured goods as originating from India.
    - a) Status holders
    - b) All exporters
    - c) Micro exporters
    - d) Image holders
  - 8) \_\_\_\_\_ are transactions in which goods supplied do not leave country.
    - a) Dumped exports
    - b) Deemed exports
    - c) Potential exports
    - d) Cancelled exports
  - 9) Services Exports from \_\_\_\_\_ (SEIS)' for increasing exports of notified services.
    - a) Internal Stand
    - b) India Scheme
    - c) Interim Standard
    - d) International State
  - 10) In IRMAC "I" stand for \_\_\_\_\_.
    - a) Industrial
    - b) Infrastructure
    - c) Interim
    - d) International

- 11) FICCI established in 1927 by \_\_\_\_\_ and Purushottam Das Thakurdas.  
a) Mahatma Gandhi  
b) Ptd Jawaharlal Nehru  
c) Sardar Patel  
d) G D Birla
- 12) Duty remission scheme is also known as \_\_\_\_\_ scheme.  
a) Duty passbook  
b) Duty free import  
c) Duty drawback  
d) Duty entitle

- Q:1 B) State whether following statements are True or False (Any 10) 10  
1) There are multiple currencies involved in export marketing.  
2) Recession in the world, poses a problem for Indian exporters.  
3) Foreign tourist visiting India boosts India's services export.  
4) TRIMs agreement is favourable to poor and developing countries.  
5) Customs Union is the highest level of economic integration.  
6) Bilateral quotas are fixed without prior consultations with the exporting countries.  
7) Kanpur is a town of export excellence for textiles.  
8) STP Units enjoy duty free import benefits  
9) e- BRC is Bank Recollection Certificate.  
10) IIP is an autonomous body registered under Partnership Act.  
11) IGST can refund to the exporters with the help of two options.  
12) The rate pertains only to special products is called special rate.
- Q:2 Answer any two of the following: 15  
a) Explain the importance of exports for exporting firms.  
b) What are the risks involved in export marketing?  
c) Give details of India's region-wise export trade since 2015.
- Q:3 Answer any two of the following: 15  
a) Distinguish between Tariff and Non-tariff barriers.  
b) Explain the impact of TRIPs and GATS agreement of WTO on export trade.  
c) Describe the steps in overseas market selection process.
- Q:4 Answer any two of the following: 15  
a) Write an essay on India's Foreign Trade Policy 2015-20.  
b) Explain the negative list of exports in India.  
c) Elucidate the benefits available to Towns of Export Excellence.
- Q:5 Answer any two of the following: 15  
a) What is ASIDE? Explain its features.  
b) Explain the various functions of the Commodity Boards (CBs) of India.  
c) Describe the Export Promotion Capital Goods (EPCG) Scheme.
- Q:6 Write Short Notes on (Any 4) 20  
a) Features of export marketing  
b) Domestic marketing V/S Export marketing  
c) NAFTA  
d) Need for overseas market research  
e) Deemed exports  
f) IRMAC

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