

Duration : 3 Hrs.

Marks :100

Note: 1. All Questions are Compulsory

2. Figures to the right state the marks allotted to the questions.

Q 1 (a) Select the most appropriate answer from the options given below: (Any Ten) 10

1. Packaging helps in _____ of a product.
 - Financing
 - Promotion
 - Licensing
 - Insurance
2. _____ is an internal factor affecting pricing of export goods.
 - Competition
 - Consumers
 - Product
 - Economic conditions
3. Ex Works, FAS, CIF are types of _____ used in export trade.
 - Letter of credit
 - Legal terms
 - Economic terms
 - Inco Terms
4. An exporter can spread his business risks through _____ in overseas markets.
 - Indirect Exporting
 - Direct Exporting
 - Banks
 - NGOs
5. In export business insurance is necessary _____.
 - To increase product prices
 - To cover loss due to risks
 - To avoid paying taxes
 - To reduce production cost
6. Free samples , gifts, order coupons are forms of _____ sales promotion tools.
 - Consumer oriented
 - Trade oriented
 - Performance oriented
 - Logistic oriented

7. While executing bid bonds the exporter has to provide a _____ guarantee to protect banks against losses.

- Export performance.
- Export finance.
- Export credit.
- Transfer.

8. In _____ method, the exporter supplies goods to the overseas agent without actually giving up its title.

- Documentary bills.
- Payment in advance.
- Payment against Shipment on consignment.
- Deferred credit payment.

9. In _____, the transactions are partly in goods and partly in currency.

- Switch Trading
- Buyback
- Offset
- Compensation trade

10) Consignment wise, pre shipment inspection of goods is done by _____.

- DGFT
- EIA
- Shipping company
- Commodity Boards

11) _____ enables exporters to receive advance payment from banks against discounting of bills.

- Letter of Indemnity
- Certificate of origin
- Insurance policy
- Carting order

12) The _____ is a contract between the exporter and the shipping company for delivering goods at the port of destination.

- Commercial Invoice
- Bill of Lading
- Shipping Bill
- Letter of Credit

Q 1 (b) State whether the following statements are True or False: (Any Ten)

10

1. Phrases like "Protect from Water" "Handle with care" on carton boxes of export goods are examples of branding.
2. Pricing helps to create image differentiation in overseas market.
3. Incoterms are the rules for manufacturing of export goods
4. Under Indirect Exporting, the exports are undertaken directly by the manufacturer to the ultimate customer –
5. The exporter must consider the buyer's urgency when selecting the mode of transport in international markets.

6. Advertising assists in addressing buyers' concerns.
7. Under documents against payment method the payment is made against time draft.
8. Packing credit is available for a period of 90 days before shipment of goods.
9. Commercial banks in India provide only fund based assistance to exporters.
- 10) Exporters having ISO 9000 certification have to compulsorily go through quality control inspection.
- 11) Letter of Undertaking given by an exporter is valid for a period of 24 months.
- 12) Shipping bill is prepared in 7 copies.

Q.2) Answer any two of the following: (15)

- a) Explain various product planning decisions in export marketing.
- b) Discuss the need of labelling in export marketing.
- c) Calculate the minimum FOB price which can be quoted by an exporter to USA from the following details. Also calculate the amount of foreign exchange that can be earned if one American dollar is equal to Rs. 88/-

Particulars	Amount
Material cost	68,000
Labour cost	12,000
Transport cost	6000
Packing cost	2000
Contribution to Profit	@10% of FOB cost
Duty Drawback	@ 10% of FOB price

Q.3) Answer any two of the following: (15)

1. Discuss the factors influencing selection of distribution channels in export marketing
2. Discuss the components of logistics in export marketing.
3. Explain the essentials of advertising in export marketing

Q.4) Answer any two of the following: (15)

- a) Describe the various features of post shipment finance.
- b) Discuss the role of EXIM bank in export finance.
- c) Describe various types of countertrade.

Q.5) Answer any two of the following: (15)

- a) Describe the different authorities with whom the exporters have to register themselves.
- b) Explain the shipping and custom stage formalities in export.
- c) State the importance Certificate of Origin

Q.6) Write short notes on the following (Any Four) (20)

- i. C&F Quotation
- ii. Factors influencing Branding decisions
- iii. Benefits of Personal Selling
- iv. Standard Policies of ECGC.
- v. Procedure of export under bond
- vi. Consular Invoice
