

Program/Sem: T.Y.B.Com- Sem - V Course: Export Marketing - I  
Program Code: UGCOM01 Course Code: 23116  
Duration: 3 Hours Max. Marks: 100  
Instructions: 10 NOV 2025

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1 Attempt the following.

A. Select the most appropriate option & rewrite the full sentence. (Any 10)

[10]

- i) Exports are undertaken on \_\_\_\_\_.  
(a) Medium Scale (b) Small Scale  
(c) No Scale (d) Large Scale
- ii) Export marketing is important for countries because it leads to \_\_\_\_\_.  
(a) Easy entry and exit (b) Conflicts among nations  
(c) Build monopoly market (d) Earning of foreign exchange
- iii) \_\_\_\_\_ protects Commercial and Political risk during export trade.  
(a) ECGC (b) FICCI  
(c) ITPO (d) IIP
- iv) Regional economic groupings are also known as \_\_\_\_\_.  
(a) State Blocs (b) Trading Blocs  
(c) Regulatory Blocs (d) National Blocs
- v) \_\_\_\_\_ is also known as quantitative restrictions.  
(a) Target Barriers (b) Non - Tariff Barriers  
(c) Time Bound Barriers (d) Tariff Barriers
- vi) \_\_\_\_\_ trading bloc is the oldest and largest.  
(a) SAARC (b) NAFTA  
(c) ASEAN (d) EU
- vii) IEC code is issued by \_\_\_\_\_.  
(a) WTO (b) DGFT  
(c) ITPO (d) EOU
- viii) The recognition granted to exporters based on performance is called \_\_\_\_\_.  
(a) Export Promotion Council (b) Town of Excellence  
(c) Star Export House Status (d) Industrial Corridor
- ix) STP is a scheme mainly designed for \_\_\_\_\_.  
(a) Textile exports (b) Agricultural exports  
(c) Leather exports (d) Software exports

- x) The Advance Authorisation Scheme allows duty-free import of \_\_\_\_\_.
- (a) Raw materials required for export production (b) Finished goods for resale abroad
- (c) Machinery for export-oriented units (d) Capital goods for infrastructure oriented units
- xi) DBK stands for \_\_\_\_\_.
- (a) Duty Book Keeping (b) Digital Book Keeping
- (c) Duty Drawback (d) Deemed Benefit Records
- xii) Export Promotion Councils (EPCs) are set up primarily to \_\_\_\_\_.
- (a) Collect taxes from exporters (b) Provide raw materials for industries
- (c) Promote and develop exports of specific products (d) Handle foreign exchange reserves

**B. State whether the following statements are True or False. (Any 10)**

**[10]**

- i) Export marketing do not give boost to economic growth of a nation.
- ii) Domestic recession acts as a catalyst for Indian firms to explore foreign markets.
- iii) In export marketing there is three faced competition.
- iv) The exports face commercial risk due to insolvency of buyers.
- v) EU is not powerful trade bloc to international trade.
- vi) Under GST regime exports would be considered as Zero rated supply.
- vii) WTO aims at reducing only trade barriers.
- viii) Ease of doing business was one of the major objectives of FTP 2015–20.
- ix) Towns of Export Excellence are notified for their excellence in export performance in specific products.
- x) Deemed exports refer to goods that physically leave the country.
- xi) The Indian Institute of Foreign Trade (IIFT) only provides financial loans to exporters.
- xii) Commodity Boards like Coffee Board and Rubber Board promote exports of respective commodities.

**Q. 2 Attempt any two of the following.**

**[15]**

- a) Distinguish between Domestic Marketing and Export Marketing
- b) Elaborate the problems associated with Export Marketing.
- c) Briefly explain the Service Exports of India since 2015.

**Q. 3 Attempt any two of the following.**

**[15]**

- a) List and explain various types of tariff barriers.

- b) Write a note on TRIPs agreement of WTO.
- c) Discuss the need for conducting overseas Marketing Research.

**Q. 4      Attempt any two of the following.      [15]**

- a) Describe the highlights and implications of FTP 2015-20.
- b) Write a note on Deemed Exports.
- c) Elaborate the role of EOUs in Exports.

**Q. 5      Attempt any two of the following.      [15]**

- a) Explain different financial incentives available to Indian exporters.
- b) Explain the assistance provided by FIEO to Indian Exporters.
- c) Elaborate the Export Promotion Capital Goods scheme in detail.

**Q. 6      Write a short a note on (Any Four)      [20]**

- a) Feature of Export Marketing
- b) Importance of Export Marketing to the Exporter
- c) NAFTA – Trading Bloc
- d) Benefits to EHTP
- e) Indian Institute of Packaging
- f) Negative List of Exports

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