

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]

- Exports are undertaken on _____.
(a) Medium Scale (b) Small Scale
(c) No Scale (d) Large Scale
- 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
- _____ protects Commercial and Political risk during export trade.
(a) ECGC (b) FICCI
(c) ITPO (d) IIP
- Regional economic groupings are also known as _____.
(a) State Blocs (b) Trading Blocs
(c) Regulatory Blocs (d) National Blocs
- _____ is also known as quantitative restrictions.
(a) Target Barriers (b) Non – Tariff Barriers
(c) Time Bound Barriers (d) Tariff Barriers
- _____ trading bloc is the oldest and largest.
(a) SAARC (b) NAFTA
(c) ASEAN (d) EU
- IEC code is issued by _____.
(a) WTO (b) DGFT
(c) ITPO (d) EOU
- 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
- 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

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 (d) Handle foreign exchange reserves of specific products

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 EOU 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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