

Duration : 3 Hours.

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. Product _____ helps to differentiate a product from competing products in the market.
 - Branding
 - Line
 - Planning
 - Mix
2. _____ is one of the external factors affecting the export price of a product.
 - Product life cycle
 - Cost
 - Credit Policy
 - Demand
3. According to _____ incoterm, the seller is responsible to package and deliver goods at the place of manufacture.
 - Free on Board
 - Ex Works
 - C&F
 - FCA
4. In _____ method of exports, the manufacturer manages all activities without the help of intermediaries.
 - Indirect
 - Direct
 - Horizontal
 - Longitudinal
5. An export firm must consider _____ feasibility to select the right mode of transport.
 - Shipping
 - Hiring
 - Financial
 - Logistic
6. _____ helps in obtaining leads of prospective buyers.
 - Advertising
 - Publicity
 - Barter
 - Trade Fairs

7. Deferred credit payment is generally used for _____.
- Consumer goods
 - Perishable goods
 - Capital goods
 - Raw materials
8. The purpose of _____ is to bridge the gap between shipment and receipt of export proceeds.
- Pre-shipment Finance
 - Post-shipment Finance
 - Term Loan
 - Overdraft Facility
9. ISO 9000 Scheme helps units to _____.
- Increase production
 - Obtain quality certification
 - Reduce tax
 - Get foreign exchange
10. A _____ bill of lading does not have any adverse remarks regarding quality of goods
- To order
 - Freight paid
 - Container
 - Clean
11. An exporter needs _____ to bring the goods inside the docks for the purpose of examination.
- Let ship order
 - Carting order
 - Shipping Order
 - Loan Order
12. _____ is authorised to issue RCMC to status holder exporters.
- FIEO
 - DGFT
 - RBI
 - Commodity Boards

Q.1 B) State whether following statements are True or False: (Any Ten)

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1. Sponsorship and personal selling are elements of product mix.
2. Corporate image of the exporter influences export price of the product.
3. In export trade, CIF price quotation is preferred by the importer.
4. The channel objectives have a indirect influence on choice of distribution channel.

5. Warehousing involves display of products.
6. Warranties are promises made by the seller that the product will perform as specified for a certain period of time.
7. Letter of Credit is one of the most popular method of payment in international trade.
8. SIDBI mainly promotes large-scale industries.
9. Packing credit helps in meeting working capital before shipment.
10. Exporter must register with different tax authorities to claim tax benefit.
11. Let export order is issued by the custom preventive officer.
12. ECGC helps the exporter to complete shipping and custom stage formalities.

Q2. Answer any two of the following –

- a. Explain the essentials of a good package.
- b. Discuss the need for labelling in export markets.
- c. Calculate the minimum FOB price from the following details. Also calculate the amount of foreign exchange that can be earned if 1 EURO = ₹ 90/-

Particulars	Amount
Material Cost	₹ 2,10,000
Labour Cost	₹ 90,000
Transportation cost	₹ 12,000
Other expenses	₹ 3,000
Profit Contribution	10% of FOB cost
Duty Drawback	10% of FOB price

Q 3. Answer any two of the following –

15

- a) Explain the indirect channels of distribution in export marketing.
- b) Discuss the need for insurance in export marketing
- c) What are various sales promotion techniques in export marketing.

Q.4 Answer any two of the following-

15

- a) What is counter trade. Explain types of counter trade.
- b) Distinguish between pre shipment finance and post shipment finance.
- c) Discuss the role of Exim bank in export finance.

Q 5. Answer any two of the following –

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- a) Discuss the procedure of pre-shipment inspection of export goods.
- b) Explain the steps involved in the realisation of export proceeds