

[Time: 3 Hours]

[Marks:100]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right state the marks allotted to the questions.
 3. Do not change the order of objective as well as subjective sub-questions.

Q.1 A) Select the appropriate option form the alternatives given – (Any 10) (10)

1. Packaging helps in _____ of the product.
 - Financing
 - Protection
 - Licensing
2. FOB quotation includes _____.
 - Ex factory cost
 - Insurance
 - Marine Freight
3. Branding and Packaging are important considerations of _____.
 - Trade Credit
 - Product Planning
 - Shipping formalities
4. _____ is the route by which the goods move to foreign buyers.
 - Advertising
 - Marking
 - Distribution channel
5. _____ consist of techniques to induce response from customers and intermediaries.
 - Inspection
 - Sales promotion
 - Labelling
6. _____ is management of the flow of goods between the point of origin and the point of consumption.
 - Logistics
 - Warehousing
 - Packaging

7. Packing credit is required _____ the shipment.
 - After
 - Before
 - During
8. _____ was established to provide medium and long term finance to exporter in India.
 - ECGC
 - EXIM bank
 - DGFT
9. _____ is a commercial risk covered by ECGC.
 - Insolvency of the buyer
 - Civil Disturbance
 - War
10. _____ certifies the consular invoice.
 - IIP
 - Commodity Boards
 - Consulate
11. _____ issues the registration cum membership certificate.
 - DGFT
 - EPC
 - Chamber of commerce
12. _____ states that the goods which are exported are from a specific country.
 - Bill of Lading
 - Certificate of origin
 - Shipping Bill

Q.1 B) State whether the following statements are **True** or **False**. (Any 10)

(10)

1. Marking on packages give handling instruction.
2. Labelling aims at giving information about the products to the consumer.
3. Personal selling offers scope for feedback and persuasion from consumer.
4. Exporters need not consider competition and consumer preferences to fix export prices.
5. Insurance prevent risks from taking place.
6. Letter of credit is issued by the exporter's bank.
7. Importer Exporter Code number is provided by DGFT.
8. C & F agent looks after the shipment formalities for a commission.
9. SIDBI provides finance to small scale sector.

10. Exporters prefer sea transport for perishable goods in export marketing.
11. Pre shipment finance is provided only for capital goods.
12. Carting order is provided by custom authorities.

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

- a) Explain various product planning decisions in export marketing.
- b) Discuss various factors determining export pricing.
- c) From the following data calculate minimum FOB price to be quoted by an exporter.

Also calculate the amount of foreign exchange that can be earned at Rs. 44 US \$.

Particular	Amount (Rs.)
Materials cost	Rs. 34,000
Labour cost	Rs. 6,000
Transportation cost	Rs. 4,000
Profit earned	10% of FOB Cost
Duty Drawback	10% of FOB Price

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

- a) Explain the various types of indirect channels of exporting.
- b) What factors are considered while selecting modes of transport in export trade?
- c) Discuss the different sales promotion techniques in export marketing.

Q.4 Answer **any two** of the following.

- a) Explain briefly the different methods of payment in export trade.
- b) Distinguish between Pre Shipment Finance and Post Shipment Finance.
- c) Describe the role of SIDBI in export finance.

Q.5 Answer **any two** of the following.

- a) Describe the Pre Shipment procedure in export.
- b) Explain the procedure involved in custom clearance of export consignment.
- c) What is Shipping Bill? State its importance.

Q.6 Write short notes on **any four** of the following.

- a) Procedure to obtain export finance
- b) Packaging
- c) Components of Logistics
- d) Countertrade
- e) Role of C&F agent
- f) Certificate Of Origin
