

Time: 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. _____ of the product may offer re-use value to consumers.
 - Packaging
 - Pricing
 - Placing
 - Pitching
2. _____ facilitates easy identification of the products to consumers.
 - Carting
 - Scaling
 - Weighing
 - Labelling
3. Incoterms refer to _____.
 - Indian Commercial Terminals
 - International Commercial Terms
 - Interim Compensation Terms
 - International Company Terminals
4. _____, is one of the advantages of indirect exporting to the manufacturer.
 - Control on pricing decisions
 - Limited risk
 - Control on branding decisions
 - First hand information
5. _____ is an information-based activity of inventory movement across a supply chain.
 - Warehousing
 - Unitisation
 - Logistics
 - Positioning
6. _____ element of promotion mix is aimed at inducing quick response in the short term from customers and intermediaries.
 - CRM
 - SCM
 - Publicity
 - Sales Promotion
7. _____ is considered to be one of the most popular and secured methods of payment in export marketing.
 - Letter of Credit
 - Open Account method
 - Deferred Credit payment
 - Payment against shipment on consignment

8. Post-shipment finance is usually granted for a period of _____ days.
- 40
 - 90
 - 150
 - 240
9. The primary objective of _____ is to protect exporters and banks against credit risk involved in export marketing in India.
- RBI
 - SEBI
 - ECGC
 - ITPO
10. EIC and EIA were set up by Government of India to _____.
- provide funds to exporters
 - insure export products
 - ensure proper packaging
 - monitor pre-shipment inspection
11. Port Trust authorities issue _____ to exporters.
- carting orders
 - Certificate Of Origin
 - Let-Export-Order
 - Let-Ship-Order
12. _____ is issued by the consulate of the importing country, stationed in the exporter's country.
- Commercial invoice
 - Shipping Bill
 - Consular invoice
 - Bill of Lading

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

1. Product design is the process of creating new and improved products.
2. A symbol of an umbrella with the phrase 'Protect from water' on a package is an example of marking on a product.
3. Under C&F quotation, the exporter has to pay for marine insurance for exports.
4. An exporting firm wanting to maintain close contacts with its ultimate customers will adopt direct channels of distribution.
5. Political risks in export marketing refer to risk due to civil disturbances, war, revolution etc. in importers' or exporters' countries.
6. Advertising involves face-to-face communication between the exporting firm and its consumers.
7. The Open Account method of payment involves considerable risk of bad debts.
8. Packing credit is provided to meet working capital requirements before the shipment of goods.
9. Commercial banks provide only fund-based assistance to exporters.
10. Self-Certification is one of the methods of pre-shipment inspection of export goods in India.
11. In India, the export proceeds must be realised within 100 days from the date of shipment.
12. Mate receipt is the main document required by custom authorities for permitting shipment of goods.

Q.2. Answer any two of the following:

(15)

- (a) Discuss the factors influencing branding decisions in export marketing.
- (b) Explain the various objectives of pricing in export marketing.
- (c) From the following details calculate the minimum FOB price which can be quoted by an exporter to USA. Also calculate the amount of foreign exchange that can be earned @ Rs 80/- per American Dollar

Ex-factory cost	Rs. 65,000/-
Packing cost	Rs. 15,000/-
Transportation cost	Rs. 20,000/-
Contribution to profit @ 10% of FOB cost	
Duty Drawback @ 10% of FOB price	

Q.3. Answer any two of the following:

(15)

- (a) Distinguish between direct and indirect exporting channels.
- (b) What are the factors to be considered while selecting modes of transport for export marketing?
- (c) Describe the various sales promotion techniques that marketers can use in export marketing.

Q.4. Answer any two of the following:

(15)

- (a) Discuss the procedure of opening a Letter of Credit.
- (b) Discuss the features of pre-shipment finance available to exporters in India.
- (c) Explain the role of SIDBI in financing exporters in India.

Q.5. Answer any two of the following:

(15)

- (a) Discuss the procedure of pre-shipment inspection.
- (b) Explain the steps involved in shipment of goods and custom clearance.
- (c) What is the importance of Commercial Invoice in export marketing?

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

(20)

- (i) Packaging of export goods
- (ii) Personal selling
- (iii) Benefits of countertrade
- (iv) Bill of Lading
- (v) Procedure of obtaining export finance
- (vi) Components of logistics
