

sem VI

Paper / Subject Code: 11116 / Applied Component Group : Paper I : Export Marketing.

Q. P. Code: 51311

[Time: 2 ½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.  
2. Figures to the right indicate full marks.

- Q.1 Answer any two of the following: (15)  
a) Discuss the role of FIFO in export promotion.  
b) What are the different types of Export Marketing Organisation?  
c) Explain the benefits enjoyed by Towns of Excellence.
- Q.2 Answer any two of the following (15)  
a) Describe the features of post shipment finance.  
b) Briefly explain the role of Commercial Banks in export finance.  
c) Explain the different types of risks involved in export marketing.
- Q.3 Answer any two of the following; (15)  
a) Discuss the role of Custom House Agent.  
b) Explain different quality control and inspection agencies.  
c) Describe the procedure involve in Central Excise Clearance.
- Q.4 Answer any two of the following: (15)  
a) Explain the importance of Commercial Invoice.  
b) Prepare the Proforma of a Bill of Exchange.  
c) Discuss the important export incentives available to an Indian exporters.
- Q.5 Answer the following (15)  
A) State whether the following statements are True or False. (5)  
i) Indian Institute of Packaging assists in production of goods.  
ii) The 'Let Ship Order' is issued by Custom Preventive Officer  
iii) MDA stands for Market Development Assistance.  
iv) Bill of Lading is issued by the shipping company.  
v) There are only two parties involved in letter of credit.  
B) Give the full forms of the following; (5)  
i) SIDBI  
ii) ASIDE  
iii) IRMAC  
iv) STP  
v) ISO  
C) Match the following: (5)
- | Group A            | Group B                       |
|--------------------|-------------------------------|
| i. Advance Payment | a) Goods do not leave country |
| ii. Deemed Export  | b) Political risk             |
| iii. IIFT          | c) DGFT                       |
| iv. GR form        | d) Low risk of bad debts      |
| v. IEC number      | e) Training to Exporters      |
|                    | f) Export Promotion Council   |
|                    | g) RBI                        |

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T.Y BCom

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B) Give the full forms of the following; (5)

- SIDBI
- ASIDE
- IRMAC
- STP
- ISO

C) Match the following: (5)

Group A

- Advance Payment
- Deemed Export
- IIFT
- GR form
- IEC number

Group B

- Goods do not leave country
- Political risk
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- Low risk of bad debts
- Training to Exporters
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