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Q.P. Code :20091

[Time: 2½ 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:

- a) Define Export Marketing. Explain the features of export marketing.
- b) Describe the factors influencing export marketing.
- c) Discuss the composition of India's merchandise exports since 2010.

(15)

Q. 2 Answer Any two of the following:

- a) Explain the positive impact of trading blocs on export marketing.
- b) Discuss the process of global marketing research.
- c) Explain the components of logistics in export marketing.

(15)

Q. 3 Answer Any two of the following:

- a) Explain the highlights of Foreign Trade Policy 2015-20.
- b) Explain the role of DGFT.
- c) Discuss the privileges enjoyed by Export and Trading House Status holders.

(15)

Q. 4 Answer Any two of the following:

- a) Write a note on marking in export marketing.
- b) Explain the factors determining export price.
- c) Calculate the minimum F.O.B. price that an exporter can quote to an importer, from the following information. Also calculate the foreign exchange that can be earned if 1US \$ = Rs. 70/-

(15)

Particulars	Amount in(Rs)
Cost of Material	1,50,000
Packing Charges	20,000
Cost of Labour	20,000
Transportation Cost	20,000

Contribution of Profit 10% of FOB Cost
 Duty Drawback 10% of FOB Price

Q. 5 Answer the following:

(15)

- a) State whether the following statements are True or False:**
- i) Packaging facilitates the preservation and protection of the product.
 - ii) TRIMs agreement gives protection to patented products.
 - iii) Less risk is involved in export marketing as compared to domestic marketing.
 - iv) Petroleum products are exported through canalized agencies.
 - v) Standard Export Pricing Strategy involves charging same price for a product in all the export markets.

b) Give full forms of the following:

- i) OECD
- ii) MMTC
- iii) EPCG
- iv) GATS
- v) DBK

c) Match the following:

Group A	Group B
i) Service Sector	a) NAFTA
ii) BEP	b) Prohibited item
iii) WTO	c) Travel and Tourism
iv) Free Trade Area	d) Canalized item
v) Exotic birds	e) Assistance to developing nations
	f) No profit, No loss
	g) Labelling
