

[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.

1. A) Select the most appropriate answer from the options given below : (Any Ten) : 10

1. Export marketing usually involves \_\_\_\_\_.
  - Extensive documentation
  - Minimal competition
  - No risk
  - Dominance of small enterprises
2. The risk of loss of goods while in transit due to theft or sea pirate attack is a \_\_\_\_\_ risk.
  - Legal
  - Cargo
  - Commercial
  - political
3. India is one of the largest exporters of \_\_\_\_\_.
  - Aircrafts and aircraft engines
  - Fruits and vegetables
  - Olive oil based products
  - Gems and Jewellery
4. \_\_\_\_\_ duty is based on both, the value of the goods as well as its physical qualities such as weight, volume or number.
  - Compound
  - Specific
  - Protective
  - Revenue
5. NAFTA is a trade agreement among \_\_\_\_\_ countries.
  - North America, Finland and Thailand
  - Singapore, Malayasia and Cambodia
  - Canada, USA and Mexico
  - India, China and Russia
6. \_\_\_\_\_ involves systematic gathering and evaluating information in foreign markets for identifying marketing opportunities and challenges.
  - Overseas market research
  - PLC
  - Consular formalities
  - Custom formalities
7. MEIS and SEIS are \_\_\_\_\_.
  - Government bodies
  - Schemes introduced in FTP 2015-20
  - Rules for exporters and importers
  - Export promotion organisations
8. All wild animals and exotic birds are included in \_\_\_\_\_ items.
  - Export with high duty
  - Free export and import
  - Export with limited duty
  - Prohibited
9. AEZs are aimed at developing exports of \_\_\_\_\_.
  - Aerospace industries
  - Arts and handicrafts
  - Agricultural commodities
  - Automotive industries
10. \_\_\_\_\_ scheme provides benefits with regards to procuring raw materials.
  - IRMAC
  - ASIDE
  - MAI
  - MDA
11. \_\_\_\_\_ is a body of Government of India, concerned with organising trade fairs and exhibitions in India and abroad.
  - FICCI
  - ITPO
  - IIP
  - IIFT
12. Under \_\_\_\_\_ scheme exporters can claim for the refund of customs duty paid on imports of raw materials, components and packing material.
  - DBK
  - CGST refund
  - VAT refund
  - EPCG



- B) State whether the following statements are True or False : (Any ten) 10
- 1) Export marketing involves custom formalities.
  - 2) Exporter marketers may face risk of cultural differences and communication barriers while exporting.
  - 3) India is one of the leading exporters of IT and software services in the world.
  - 4) Ad Valorem and Countervailing are type of tariff barriers.
  - 5) India is one of the founder members of WTO.
  - 6) Consumer choices and degree of competition are important determinants of foreign market selection.
  - 7) Five star export houses need to have minimum export performances of US\$ 2000 million.
  - 8) In Deemed exports, payments can be made in foreign as well as Indian currency.
  - 9) In Maharashtra, 'Integrated Industrial Area' is introduced as an Exit Scheme for failed SEZs.
  - 10) Exporters can import second hand capital goods under MAI scheme at zero percent duty.
  - 11) IIP is basically an academic institute with a status of deemed university.
  - 12) EPCG scheme is concerned with providing IGST refund to exporters.

2. Answer **any two** of the following : 15
- a) What is Export Marketing? Explain the basic features of export marketing.
  - b) Explain the various problems faced by India's export sector.
  - c) Discuss India's services exports since 2015.

3. Answer **any two** of the following : 15
- a) Distinguish between tariff-barriers and non-tariff barriers.
  - b) Discuss the negative impact of regional economic groupings on export marketing.
  - c) Explain the steps involved in market selection process.

4. Answer **any two** of the following : 15
- a) Explain in brief the highlights of India's Foreign Trade Policy 2015-20.
  - b) Briefly explain the negative list of exports.
  - c) Discuss the benefits extended to STPs with regards to export marketing.

5. Answer **any two** of the following : 15
- a) Discuss in brief the ASIDE scheme extended to the Indian exporters.
  - b) Briefly discuss the assistance provided by Commodity Boards to Indian exporters.
  - c) Explain in brief the Export Advance Authorisation Scheme.

6. Write short notes on **any four** of the following :- 20
- a) Factors influencing export marketing
  - b) Non-tariff barriers
  - c) Towns of Excellence
  - d) Duty Drawback Scheme
  - e) Importance of export marketing to a firm
  - f) DGFT

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