

(3 Hours)

Total Marks: 100

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

1. Export marketing usually involves _____.
 - dominance of small enterprises
 - ✓ extensive documentation
 - minimal government interference
 - limited competition

2. _____ is a type of cargo risk.
 - Insolvency of buyer
 - Appreciation of rupee
 - Change in international laws
 - ✓ Loss due to leakage in the ship

3. _____ is one of the components of India's merchandise exports.
 - ✓ Readymade garment
 - Consultancy
 - Communication
 - Transportation

4. _____ duty is based on the physical characteristics of goods.
 - ✓ Specific
 - Ad valorem
 - Slide Scale
 - Countervailing

5. India is one of the founder members of _____.
 - ✓ SAARC
 - EU
 - NAFTA
 - OPEC

6. If the exporter is selling low priced products, he may give preference to _____ countries.
 - Developing
 - Advanced
 - Developed
 - OECD

7. MEIS and SEIS are _____
 - Rules for importers
 - Regulations for exporters
 - ✓ Schemes introduced in FTP 2015-20
 - Government bodies

8. Gum karaya, Niger seeds and Onions are _____ items in the negative list of exports.

- Restricted
- Canalised
- Prohibited
- Open

9. Alphabet 'E' in EOUs stands for _____.

- Exempted
- Export
- Exceptional
- Excise

10. ASIDE scheme provides benefits for _____

- Import of capital goods
- Infrastructure development to states
- refund of excise duty
- Import of raw material in bulk

11. _____ has been given the status of Deemed University in May 2002, by UGC.

- IIFT
- IPTO
- ICA
- IIP

12. _____ is a refund of custom duty paid for importing ingredients for export production.

- MAI
- DBK
- MDA
- IRMAC

Q1.B. State whether the following statements are True or False. (Any Ten) (10)

1. There is lesser risk involved in export marketing as compared to risk in domestic marketing. F
2. Poor infrastructure and reduction in export incentives poses problems for Indian exporters. T
3. Software services do not make any major contribution to India's service exports. F
4. Trade barriers are restrictions imposed on movement of goods between countries. T
5. Regional Economic Groupings leads to betterment of social and cultural ties among member countries. T
6. Overseas marketing research is conducted to identify marketing opportunities and challenges. T
7. RBI issues IEC to Indian importers and exporters. F
8. Cattle and Camel are included in the negative list of exports. F
9. Special Economic Zones were setup to enable hassle free export activity. T
10. MDA scheme supplies imported raw material to small exporters. T
11. FICCI was established by Mr. G.D. Birla and Mr. P. Thakurdas. T
12. IGST is collected by State Government. F

- Q.2. Answer **any two** of the following (15)
- What is the importance of exports for exporting firms?
 - Explain the factors influencing export marketing.
 - Discuss India's services exports since 2015.
- Q.3. Answer **any two** of the following (15)
- Discuss the types of Non-Tariff barriers.
 - Describe the negative impact of Regional Economic Groupings.
 - What are the steps involved in market selection process?
- Q.4. Answer **any two** of the following (15)
- Explain the highlights of Foreign Trade Policy 2015-20.
 - Describe the role of Director General of Foreign Trade in India's export trade.
 - Explain the benefits extended to Towns of Excellence in India.
- Q.5. Answer **any two** of the following (15)
- Discuss IRMAC scheme given to Indian Exporter
 - Enumerate different functions of Federation of Indian Export Organization (FIEO).
 - Explain the Export Promotion Capital Goods (EPCG) scheme.
- Q6. Write notes on the following : (Any four) (20)
- Features of export marketing
 - Domestic Marketing v/s Export Marketing
 - Need of overseas market research
 - Deemed Exports
 - Software Technology Parks
 - Export Promotion Councils (EPCs)