

Time-03 Hours

Marks-100

- N.B.** 1. All Questions are compulsory
2. Figures to the right indicate marks of the questions

Q1 A. Select the most appropriate answer from the options given below: (Any Ten) 10

1. M.R. has _____ applications.
a) Limited b) Low c) Wide d) Uncertain
2. Marketing Information System is largely a _____ based method of data collection.
a) Issue b) Problem c) Computer d) Labor
3. Marketing _____ Support System is a component of MIS.
a) Decision b) Division c) Direction d) Discipline
4. _____ Questions should be avoided for a good questionnaire.
a) Hypothetical b) Double-barrelled c) Biased d) All of these
5. Exploratory research is very often the _____ step in research process.
a) Last b) First c) Third d) Fourth
6. An Open ended question is also known as _____.
a) Free question b) Free Response c) Close Ended d) a & b
7. Quantitative Research is a systematic study or investigation of _____ data.
a) Qualitative b) Quantitative c) Behaviour d) Perception
8. Under _____, data is collected from sample group of retailers on regular basis.
a) Retail Store Panel b) Consumer Panel c) Audience Panel
d) Product Testing Panel
9. In _____ observation proper guidelines are given to observer about what to observe, whom to observe, when to observe etc.
a) Structured b) Unstructured c) Unplanned d) All of these
10. Process of scrutinising data to improve quality is called _____.
a) Editing b) Tabulation c) Questionnaire d) MIS
11. Bar Charts are examples of _____ used in research reports.
a) Bibliography b) Footnotes c) Statistical Tools d) Visual Aids
12. The job of Research _____ is to design the research project.
a) Statistician b) Interviewer c) Director d) Executive

- B) State whether the following statements are true or false: (Any 10) 10
1. Marketing Research is both an art and science
 2. MIS helps in improving the quality of decision making.
 3. MIS and Data Mining are synonymous terms
 4. Hypothesis acts as a link between assumption and observation.
 5. A good research design minimizes bias and maximizes reliability.
 6. Casual Research is highly structured and flexible in approach.
 7. Collecting data from RBI reports is an example of primary data collection.
 8. Use of technology results in delay in data collection.
 9. Mail survey method suffers from the problem of poor response rate.
 10. Editing is not used to verify the work done by interviews in collection of data
 11. Editing and classification can be done simultaneously.
 12. Appendix involves additional information attached in the report which is not included in the main body of the report.
- Q2. Answer any two of the following 15
- a) Explain the concept of Marketing Research. Discuss the characteristics of marketing Research.
 - b) What are the steps involved in conducting Marketing Research?
 - c) What are the components of a good Marketing Decision Support System (MDSS)?
- Q3. Answer **any two** of the following 15
- a) Explain the types of Research Design.
 - b) Explain the steps of developing questionnaires
 - c) Discuss the various techniques of sampling in brief.
- Q. 4 Answer any two of the following 15
- a) Explain advantages and disadvantages of Telephone interview as a technique of data collection
 - b) What is meant by Secondary Data? Explain its merits and demerits
 - c) Briefly explain different methods of integrating technology in data collection.
- Q5. Answer any two of the following 15
- a) What meant by Classification of Data. Explain various methods of classification of data.
 - b) Explain the Procedure of analysis of the data.
 - c) Explain the essentials of a good research report.
- Q6 Write short notes (Any four) 20
- a.) Career options in Marketing Research
 - b.) Importance of Data Mining
 - c) Essentials of Good Questionnaire
 - d) Essentials of Good Sampling
 - e) Merits of Primary Data
 - f) Tabulation of data

Paper / Subject Code: 23116 / Export Marketing Paper - I

(3 Hours)

[Marks: 100]

Instructions :- (1) All questions are compulsory having internal options.
(2) Figures to the right indicate full marks.

- Q:1** **A) Choose the correct answer from the options given below (Any 10)** **10**
- 1) Export or Perish is a slogan given by _____ for India.
 - a) Ptd. Jawaharlal Nehru
 - b) Mahatma Gandhi
 - c) Indira Gandhi
 - d) Sardar Patel
 - 2) The exporters face _____ risk due to insolvency of buyers.
 - a) IP
 - b) Cargo
 - c) Commercial
 - d) Political
 - 3) Agricultural goods are part of India's _____ exports.
 - a) Merchandise
 - b) Consultancy
 - c) Software
 - d) Transportation
 - 4) A complete ban on imports from a certain country is called _____.
 - a) Courtyard
 - b) Embargo
 - c) Nation restricts
 - d) Quota
 - 5) GATS agreement was signed to open up the _____ sector.
 - a) Transportation
 - b) Manufacturing
 - c) Services
 - d) Merchandise
 - 6) India is a member of _____.
 - a) NAFTA
 - b) ASEAN
 - c) SAARC
 - d) EU
 - 7) Industrial clusters are given recognition as _____ in order to maximize their export potential.
 - a) Towns of Excellence
 - b) Trade for Excellence
 - c) Industry for Excellence
 - d) Entry for Excellence
 - 8) _____ are transactions in which goods supplied do not leave country.
 - a) Deemed exports
 - b) Dumped exports
 - c) Potential exports
 - d) Cancelled exports
 - 9) _____ are allowed to self-certify their manufactured goods as originating from India.
 - a) Medium exporter
 - b) All exporters
 - c) Micro exporters
 - d) Status Holders
 - 10) The headquarter of IIP is in _____ of packaging.
 - a) New Delhi
 - b) Mumbai
 - c) Kolkata
 - d) Chennai
 - 11) ASIDE included Critical _____ Balancing Scheme for export development.
 - a) Parks
 - b) Zones
 - c) Star house
 - d) Infrastructure

Paper / Subject Code: 23116 / Export Marketing Paper - I

- 12) Duty remission scheme consists of _____
- a) DBK
 - b) DEPB
 - c) MIA
 - d) EPC

- Q:1 B) State whether following statements are True or False (Any 10)** 10
- 1) Compared to domestic marketing, export marketing involves higher risk.
 - 2) Saturation of domestic market and recession influence export business.
 - 3) India does not export to Asian countries at all.
 - 4) Trade barriers help free movement of goods and services at the global level.
 - 5) GATT was replaced by IMF in 1995.
 - 6) AOA agreement treats foreign investment at par with domestic investment.
 - 7) Foreign Trade policy 2015-20 gives boost to 'Make in India' of Government of India
 - 8) Goods purchased under deemed exports can be used for export purpose and not for domestic sales
 - 9) Special Economic Zones provides value addition to basic agricultural produce.
 - 10) FIEO acts as apex body of manufacturing organisations.
 - 11) MAI Allows infrastructure subsidy.
 - 12) Under GST regime exports would be considered as Zero-rated supply.

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

- Q:3 Answer any two of the following:** 15
- a) What are trade barriers? Explain the Non- tariff barriers in export trade.
 - b) Discuss the positive impact of regional economic groupings on international trade.
 - c) Explain the steps involved in market selection process.

- Q:4 Answer any two of the following:** 15
- a) What are the highlights of India's Foreign Trade Policy 2015-20?
 - b) Illustrate the role of Directorate General of Foreign Trade in India's export trade.
 - c) Discuss the benefits available to Status Holders.

- Q:5 Answer any two of the following:** 15
- a) What is MDA? Explain its features.
 - b) Elucidate the role of EPCG in export marketing.
 - c) Describe ITPO as important organisation in Indian export.

- Q:6 Write Short Notes on (Any 4)** 20
- a) Benefit of export marketing to the nation
 - b) Domestic marketing v/s Export marketing
 - c) SAARC
 - d) TRIPs Agreement
 - e) Negative List of Exports
 - f) IRMAC