



[ 3 Hours ]

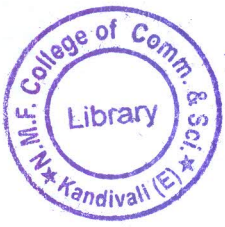
[ Total Marks : 100 ]

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.

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

- 1) Export marketing is important for countries because it leads to \_\_\_\_\_.
  - Peaceful international relations
  - Spread effect
  - Earning Foreign Exchange
  - All of the above
- 2) Risk in export marketing due to civil disturbances is known as \_\_\_\_\_.
  - Commercial Risk
  - Political Risk
  - Legal Risk
  - Cargo Risk
- 3) \_\_\_\_\_ contributes a major share of foreign exchange in the total Indian service exports.
  - Business Services
  - Software Services
  - Transportation Services
  - None of the above
- 4) \_\_\_\_\_ raises the prices of imported goods thereby discouraging imports.
  - Non-tariff barriers
  - Tariff Barriers
  - International forums
  - None of the above
- 5) GATT was replaced by \_\_\_\_\_ in 1995.
  - EU
  - WTO
  - WHO
  - IMF
- 6) AoA, as per WTO stands for \_\_\_\_\_.
  - Agreement on Allied sectors
  - Agreement on Agriculture
  - Association on Agriculture
  - All of the above
- 7) MEIS is expected to support \_\_\_\_\_ sector with special emphasis on improving the ease of doing business.
  - Service
  - Manufacturing
  - Allied
  - Agriculture
- 8) DGFT grants \_\_\_\_\_ to Indian importers and exporters.
  - RCMC
  - IEC
  - Duty drawback
  - Blanket permit
- 9) Five star export house needs to have minimum export performance of US\$ \_\_\_\_\_ million.
  - 1,000
  - 2,000
  - 2,500
  - 3,000
- 10) ASIDE scheme provides benefits for \_\_\_\_\_.
  - Import of capital goods
  - Infrastructure development to states
  - Refund of excise duty
  - Import of raw materials in bulk



- 11) \_\_\_\_\_ enjoys the status of a deemed university.
- IIFT
  - FIEO
  - EPC
  - ITPO
- 12) FICCI was established on the advice of \_\_\_\_\_ in 1927 in India.
- Pandit Jawaharlal Nehru
  - Mr. J. R. D. Tata
  - Mahatma Gandhi
  - Lokmanya Tilak
1. b) State whether the following statements are True or False (Any Ten) : (10)
- 1) Export marketing helps in spreading risk of business.
  - 2) Export marketing is influenced by regional economic groupings of the world.
  - 3) India is one of the largest exporters of gems and jewellery sector.
  - 4) WTO agreements have no impact on export trade of India.
  - 5) India is not a member of SAARC.
  - 6) Global market research does not help exporters.
  - 7) MEIS & SEIS are associated with India's foreign trade policy of 2015-20.
  - 8) Onions are included under the canalised list of exports.
  - 9) AEZ is a specific geographic region reserved to establish agriculture based processing industries.
  - 10) MDA supplies imported raw materials to all exporters.
  - 11) IIP acts as a publicity wing of the Indian government.
  - 12) IGST is collected only by the state governments

2. Answer any two of the following : (15)
- a) What is export marketing? Discuss the features of export marketing.
  - b) Explain the factors influencing export marketing
  - c) Explain briefly region wise India's export since 2015.

3. Answer any two of the following : (15)
- a) Distinguish between Tariff and Non-tariff barriers.
  - b) Explain in brief various WTO agreements.
  - c) Discuss the need for conducting overseas market research.

4. Answer any two of the following : (15)
- a) Write a note on India's foreign trade policy 2015-20.
  - b) Briefly explain Deemed Exports.
  - c) What are EOUs? Discuss the benefits given to EOUs.

5. Answer any two of the following : (15)
- a) Discuss IRMAC scheme given to exporters.
  - b) Explain the assistance provided by ITPO to Indian exporters.
  - c) Briefly explain the Duty drawback scheme.

6. Write short notes of the following (Any Four) :

(20)

- a) Problems of India's export sector.
- b) Types of Tariff barriers.
- c) EHTPs
- d) Commodity Boards
- e) Importance of export marketing from the view point of a nation.
- f) Negative list of exports.

