

[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.
 3. Do not change the order of objective as well as subjective sub-questions

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

1. INCO represents _____.
 - Indian Commerce Organization
 - International Commercial Terms
 - Institute of Commerce
2. _____ gives unique name to product
 - Branding
 - Packaging
 - Labelling
3. _____ includes handling instructions about product.
 - Marking
 - Quotations
 - Logo
4. Order processing is the important component of _____.
 - Human Resource Management
 - Financial Management
 - Logistics
5. Personalised persuasion is not possible in. _____.
 - Trade Fairs and Exhibitions
 - Advertising
 - Personal selling
6. Combo Packs and Premium Offers are techniques of _____.
 - Sales Promotion
 - Salesmanship
 - Publicity
7. _____ provides medium term and long term export finance to small units.
 - RBI
 - SIDBI
 - ITPO
8. Pre-shipment Finance is available for a maximum period of _____ days.

- 270
- 45
- 360

9. _____ covers credit risk of exporters.

- Commercial bank
- FIEO
- ECGC

10. _____ is the basic document required in export marketing.

- Certificate of Origin
- Commercial Invoice
- Mate's Receipt

11. Shipping bill is prepared in _____ copies.

- Three
- Two
- Five

12. _____ is a document of title to goods.

- Shipping Bill
- GR
- Bill of Lading

Q1. B) State whether following statements are True or False (any ten)

1. FOB price quotation includes marine insurance and international freight.
2. Insurance is not important in export marketing.
3. The longer the chain of intermediaries lower will be the price of the product.
4. There are only two parties involved in letter of credit.
5. DGFT issues carting order.
6. ICA protects the banks against losses due to non-payment of loans by exporters.
7. In product planning it is necessary to consider consumer preference.
8. In indirect distribution channels goods are distributed with the help of intermediaries.
9. Exporters need to consider nature of product and product life cycle while fixing export price.
10. The purpose of Pre-Shipment Finance is to meet working capital needs of exporter.
11. Let ship order is a permission to load the goods on the board of the ship.
12. No exporter is allowed to export without IEC Number.

Q2. Answer any two of the following: -

- a) What is packaging? Explain importance of packaging in Export Marketing.
- b) Explain in brief needs for labelling in export marketing.
- c) From the following data calculate minimum FOB price to be quoted by an exporter.
Also calculate the amount of foreign exchange that can be earned at Rs. 50 per dollar.

Particulars	Amount in Rs.
Ex-factory Cost	Rs.65,000
Packing Cost	Rs.20,000
Transportation cost	Rs. 15,000
Profit Earned	10% of FOB Cost
Duty Drawback	10% of FOB Price

- Q3. Answer any two of the following: - 15
- Explain different factors affecting selection of distribution channel' in export marketing.
 - Explain different components of logistics in export marketing.
 - Explain importance of Trade Fairs and Exhibitions in export marketing.
- Q 4. Answer any two of the following: - 15
- Write a note on countertrade.
 - What are the features of Post-Shipment Finance?
 - What is the role of Commercial Bank with regards to export marketing?
- Q 5. Answer any two of the following: - 15
- Explain the Pre-Shipment procedure involved in exports.
 - Discuss the procedure for Realisation of export proceeds.
 - Explain in brief the importance of Certificate Of Origin in export marketing.
- Q 6. Write short notes on any four of the followings: - 20
- Branding
 - Any two Export Pricing Quotations
 - Essentials of Advertising
 - EXIM Bank
 - Direct distribution channels
 - Shipping Bill
