



[3 Hours]

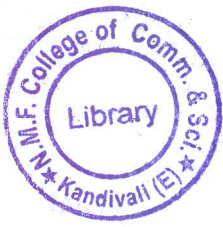
[Total Marks : 100]

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.

