

[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 allotted to the question.

1. A) Select the most appropriate option and rewrite the statements (Any Ten) : (10)

- 1) In India, the export proceeds must be usually realized within a period of _____ days.
 - 45
 - 90
 - 180
 - 270
- 2) The risk exporters face due to insolvency of buyers, is an example of _____ risk.
 - legal
 - commercial
 - cargo
 - political
- 3) _____ comprises of world's major oil producing and exporting nations.
 - SAARC
 - BRICS
 - MERCOSUR
 - OPEC
- 4) _____ is a type of tariff barrier.
 - Consular formality
 - Specific duty
 - Product packaging
 - Product labelling
- 5) _____ is a trade agreement among Canada, USA and Mexico.
 - SAARC
 - ASEAN
 - EU
 - NAFTA
- 6) _____ is a multilateral agreement on Intellectual Property Rights.
 - TRIMs
 - TRIPs
 - AoA
 - GATS
- 7) India's Foreign Trade Policy is usually made for a period of _____ year/s.
 - five
 - eight
 - ten
 - seven
- 8) _____ is responsible for issuing Importer Exporter Code Number.
 - DGCI&S
 - DGFT
 - ITPO
 - ICA
- 9) _____ is a specific geographic region, identified for developing export of agriculture based products and industries.
 - EHTP
 - BTP
 - AEZ
 - SEZ
- 10) IRMAC Scheme provides benefit for _____.
 - Import of capital goods
 - Refund of excise duty
 - Development, given to states
 - Import of raw material in bulk
- 11) IIFT is a _____.
 - Deemed university
 - Marketing organisation
 - International arbitration organisation
 - National laboratory

- 12) Under _____ scheme, capital goods can be imported at zero or reduced percentage duty.
- DBK
 - MAI
 - MDA
 - EPCG

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

- 1) Camels and cattle are included under canalised items in the negative list of export.
- 2) India is one of the leading exporters of insurance services in the world
- 3) India does not export to OECD countries at all.
- 4) Governments of importing countries impose non-tariff barriers only to earn revenue.
- 5) Under ASIDE Scheme exporters can claim for the refund of customs duty paid on imports
- 6) ITPO helps Indian exporters, by organising and participating in trade fairs, exhibitions, buyer-seller meets etc. in India and abroad.
- 7) A Duty Remission Scheme enables post export remission of duty on inputs used in the export product.
- 8) Compared to domestic marketing, export marketing involves higher risk.
- 9) Currency 'Euro' was introduced by EU.
- 10) Towns of Excellence are specific geographical locations that have emerged as industrial clusters with high export potentials.
- 11) In Deemed exports goods supplied do not leave the country.
- 12) Export marketing is influenced by policies of international forums such as WTO, IMF, UNCTAD.

2. Answer any two of the following:- (15)

- a) What is the difference between Export marketing and Domestic Marketing?
- b) Explain the problems faced by India's export sector.
- c) Discuss India's merchandise exports since 2015.

3. Answer any two of the following:- (15)

- a) State and explain the different types of Tariff-barriers.
- b) Discuss the positive impact of regional economic groupings on export marketing.
- c) Explain the various determinants of foreign market selection.

4. Answer any two of the following:- (15)

- a) Explain in brief the implications of India's Foreign Trade Policy 2015-20.
- b) Briefly explain the negative list of exports.
- c) What are the benefits extended to the Status holders with regards to export marketing?

5. Answer any two of the following:- (15)

- a) Discuss in brief the MAI scheme extended to the Indian exporters.
- b) Discuss the assistance provided by EPCs to Indian exporters.
- c) Explain in brief the Export Promotion Capital Goods Scheme.

6. Write short notes (Any Four) : (15)

- 1) Features of export marketing
 - 2) Any two agreements of WTO
 - 3) BTPs
 - 4) Indian Institute of Packaging
 - 5) Risks in export marketing
 - 6) Financial incentives available to Indian exporters
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