



## 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

- 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