

Time:3 Hrs.

Marks:100

Note: 1. All Questions are Compulsory

2. Figures to the right state the marks allotted to the questions.

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

1. _____ is a process of giving a distinct name or a mark to a product in order to give a distinct identity.
 - Branding
 - Packaging
 - Insurance
 - Warranty

2. Phrases like- 'This side up', 'Protect from water', 'Fragile- Handle with care' etc. are examples of _____.
 - Marking
 - Labeling
 - Advertising
 - Branding

3. _____ quotation includes the expenses incurred till the goods are loaded on the board of ship at the port of shipment.
 - FOB
 - C&F
 - CIF
 - FOD

4. _____ is the intermediary between the manufacturer and overseas buyer.
 - Domestic manufacturer
 - Importer
 - Merchant Exporter
 - Contractor

5. _____ refers to the activity of moving items within warehouse and retail stores.
 - Inventory management
 - Network design
 - Materials handling
 - Facility location

6. _____ helps in obtaining leads from prospective buyers.
- Advertising
 - Publicity
 - Personal Selling
 - Trade discount
7. Switch trading, Barter and Off Set are methods of _____.
- Inspection
 - Promotion
 - Insurance
 - Countertrade
8. Pre shipment finance is also known as _____.
- Packing credit
 - Deemed finance
 - Forfeiting
 - EPCG
9. _____ provides finance to Small and Micro Enterprises.
- ECGC
 - DGFT
 - SIDBI
 - SEZ
10. RCMC for status holder exporters is issued by _____.
- DGFT
 - EIC
 - FIEO
 - Commodity Boards
11. _____ helps the exporter to complete shipment formalities and customs procedures.
- EPC
 - Tax authorities
 - C&F agent
 - Importer
12. The basic document containing all the information which is required for the preparation of other documents is _____.
- Commercial Invoice
 - Bill of Lading
 - Consular Invoice
 - Certificate of Origin

Q1.B. State whether the following statements are True or False. (Any Ten) (10)

1. A product warranty is an assurance from the exporter that the product will perform as stipulated.
2. Labeling helps to give statutory information of the products to the customers.
3. Under CIF quotation, the exporter has to obtain marine insurance policy to cover the risk/damages in transit.
4. Product characteristics do influence the choice of distribution channels in export marketing.
5. The exporter need not consider the urgency of the buyer in selecting the mode of transport in international markets.
6. Advertising helps in handling objections of the buyer.
7. Countertrade is a system of exchange between countries in which goods and services are used as payment rather than money.
8. Packing credit is provided to exporters for purchase of capital goods.
- EXIM Bank → 9. EXIM helps Indian exporters by providing insurance protection.
10. Pre shipment inspection of goods is needed for goods having ISO certification.
11. The exporter's agent has to obtain the carting order from the Port Trust Authorities.
12. Consular Invoice states the country of origin of the goods.

Q.2. Answer any two of the following (15)

- a) Discuss the various factors influencing branding decisions
- b) What are the factors determining export price?
- c) Calculate the minimum FOB price which can be quoted by an exporter to USA from the following details. Also calculate the amount of foreign exchange that can be earned if one American dollar is equal to Rs. 80/-

Particulars	Amount
Material Cost	Rs. 65,000
Labour Cost	Rs. 10,000
Transport Cost	Rs. 5,000
Contribution to Profit	@10% of FOB cost
Duty Drawback	@10% of FOB price

Q.3. Answer any two of the following (15)

- a) What are the factors influencing choice of distribution channels in export marketing?
- b) Explain the need for Insurance in Export Marketing
- c) Discuss the importance of trade fairs and exhibitions in export marketing.

Q.4. Answer any two of the following (15)

- a) Describe the procedure to open a Letter of Credit.
- b) Distinguish between Pre-shipment finance and Post-shipment finance.
- c) Explain the role of commercial banks in providing export finance.

Q.5. Answer any two of the following

(15)

- a) Explain the pre-shipment procedure in exports.
- b) Discuss the custom clearance formalities to be completed by an exporter.
- c) State the importance of commercial invoice.

Q6. Write Short Notes on the following: (Any four)

(20)

- i) Product planning decisions for export marketing
- ii) Export Pricing Quotations
- iii) Trade-oriented sales promotion techniques
- iv) Methods of Payment in Export Marketing
- v) Export against Letter of Undertaking
- vi) Shipping Bill
