

Export Marketing
October 2009

N.B: (1) All questions are **compulsory**
(2) **Figures** to the **right** indicate full marks.

- 1. Explain the following terms/concepts in about 30 words (any eight):** (16)
- (a) Brand piracy
 - (b) C.I.F. Quotation
 - (c) Irrevocable letter of Credit
 - (d) Mate receipt
 - (e) TRIMs
 - (f) Anti-dumping duty
 - (g) G.S.P.
 - (h) Certificate of origin
 - (i) IRMAC Scheme
 - (j) Packing credit
 - (k) ISO-9000 certificate
 - (l) Give full form of:
 - (i) I.I.F.T.
 - (ii) H.H.E.C.
- 2. Answer any two from the following:** (16)
- (a) What is export marketing? Explain the need for export marketing for developing country
 - (b) Briefly explain the composition of India's export trade in the last decade.
 - (c) Distinguish between international marketing and home marketing
 - (d) Write a note on "NAFTA"
- 3. Answer any two from the following:** (16)
- (a) Explain the functions of Indian Institute of Packaging
 - (b) What is indirect exporting? Explain the merits and demerits of indirect exporting
 - (c) Explain the highlights of foreign trade policy of India 2004-09.
- 4. Answer any two from the following:** (16)
- (a) Briefly explain different export pricing strategies
 - (b) What is post-shipment finance? State its features
 - (c) Explain the role played by 'SIDBI' in export development of India.
 - (d) From the following data calculate the minimum FOB price in US\$; 1US\$ = Rs. 49.

Material Cost	Rs. 2, 40,000
Labour Cost	Rs. 60,000
Parking Charges	Rs. 10,000
Local transportation	Rs. 12,000
Profit Contribution 20% of FOB Cost	
Duty Drawback 10% of FOB Price	

5. Answer any two from the following:

(16)

- (a) Explain in brief the various methods of payment in export trade
- (b) Distinguish between pre-shipment and post-shipment export procedure
- (c) Bring out the importance of the following documents:
 - (i) Bill of Landing
 - (ii) Shipping Bill
- (d) Explain in brief any eight export incentives available to Indian exporter.

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