

October 2008

Export Marketing October 2008

Time: 3Hours OR 2.30Hours

Marks: 100/80

NB.:

- 1 All questions are compulsory
- 2 Figures to the right indicate full marks.

Q.1.

Explain the following terms/concepts in about 30 words(any eight):- (16)

- a) TRIPS
- b) Trading blocks
- c) Duty drawback
- d) Seed capital scheme
- e) Deemed exports
- f) SEZ
- g) Packing credit .
- h) Forfaiting
- i) State bill of lading
- j) FOB price quotation
- k) Dollar determined credit
- l) Give full form of:
 - (i) ICA
 - (ii) IBRD.

Q.2.

Answer any two from the following:- (16)

- (a) Discuss the features of export marketing.
- (b) Explain the causes for poor share of India's exports in world trade.
- (c) Distinguish between Tariff and Non-tariff barriers.
- (d) Write a note on "SAARC".

Q.3.

Answer any two from the following:- (16)

- (a) Discuss various product designing strategies that can be followed by the exporter.
- (b) Explain the advantages of direct exporting.
- (c) What is FIFO? What are its functions?
- (d) Write a note in detail on Foreign Trade Policy 2004-2009.

Q.4.

Answer any two from the following:- (16)

- (a) Discuss various factors determining export price.
- (b) Explain the role of commercial bank in obtaining export finance
- (c) Define letter of credit and discuss any three types of L/C.
- (d) Define the term "Price". Calculate the minimum FOB price that an exporter can quote to an importer, from the following information. Also calculate the foreign exchange that can be earned if 1 \$ = Rs.40.

- (i) Cost of Material Rs. 75,000
- (ii) Cost of Labour Rs.10,000
- (iii) Packing Charges Rs. 10,000
- (iv) Internal Transportation Rs. 8,000
- (v) Contribution of Profit: 10 % of FOB cost
- (vi) Duty Drawback: 15% of FOB price

Q.5.

Answer any two from the following:- (16)

- (a) What is a procedure to obtain ISO 9,000 certification?
- (b) Write a note in detail on Pre-shipment stage in export procedure.
- (c) What do you mean by 'Certificate of Origin'? Explain its types.
- (d) Discuss any four export incentives available to Indian Exporter

Posted by [Kishore S Peshori](#) at 8:49 AM No comments:

March 2008

Export Marketing March 2008

Time: 3Hours OR 2.30Hours

Marks: 100/80

- NB.:**
- 1 The College Students enrolled during 2006-07 and Regular students of the current year should attempt Section I only carrying 80 marks for 2.30 hours duration.
 - 2 All Students enrolled during 2005-2006 or earlier should attempt Section I and II carrying 100 marks for 3 hours duration.
 - 3 Figures to the right indicate full marks.

SECTION I

Q.1.

Explain the following terms/concepts in about 30 words(any eight):- (16)

- a) Product Adaptation.
- b) Let Ship Order.
- c) SEZ
- d) Anti-dumping Duty.
- e) Core Product.
- f) G R Form .
- g) Forfaiting Scheme.
- h) Exports Under Bond.
- i) Consular Invoice.
- j) 100% EOUs
- k) Star Export Houses
- l) Give full form of
 - (i) FICCI.
 - (ii) DGFT.

Q.2.

Answer any two from the following:- (16)

- (a) "Export acts as an engine of economic growth". Explain.
- (b) Explain the direction of India's export trade during the last decade.
- (c) Critically evaluate the functioning of WTO.
- (d) Write a note on 'European Union'. (EU)

Q.3.

Answer any two from the following:- (16)

- (a) What is product positioning? Explain in brief steps involved in product positioning in the overseas market.
- (b) Explain in brief the various export-marketing organisations in India.
- (c) Explain the importance of Service Sector Exports.
- (d) What are the implication of Foreign Trade Policy 2004-09 ?

Q.4.

Answer any two from the following:- (16)

- (a) Explain the procedure involved in obtaining packing credit.
- (b) What are the major lending programmes of EXIM Bank?
- (c) Distinguish between Skimming and Penetration Pricing Strategy.

(d) 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 @ Rs. 40 per dollar

Contribution of profit @ 10 % of F.O.B. Cost.

Duty drawback @ 10% of F.O.B. price.

Ex-factory Cost Rs. 65,000

Packing Cost Rs. 20,000

Transport Cost Rs. 15,000

Q.5.

Answer any two from the following:- (16)

(a) What is ISO Certification ? Bring out the importance of ISO Certification.

(b) What are the various services the Custom House Agent provides to the exporter?

(c) Bring out the importance of the following documents-

(i) Shipping Bill

(ii) Letter of Credit.

(d) Write note on "Deemed Exports".

SECTION II

(Only for IDE and College students enrolled in 2005-2006 or earlier)

Q.6.

Write notes on any four of the following:- (16)

a) Direct Exporting

b) FOB Quotation

c) IIFT

d) Tariff Barriers

e) Bill of Lading

f) Special Schemes of ECGC.

Posted by [Kishore S Peshori](#) at 8:35 AM No comments:

October 2007

Export Marketing October 2007

Time: 3Hours

Marks: 100

NB.:

1 All questions are compulsory.

2 Figures to the right indicate full marks.

Q.1.

Explain the following terms/concepts in about 30 words (any eight):- (16)

a) Service Export.

b) Probe Pricing Strategy.

c) Dumping.

d) Overseas Buyers Credit .

e) Carting Order.

f) Confirmed L/C .

g) Exports Under Bond.

h) EPZ.

i) Advalorem Duty.

j) Give full Forms of:

(i) IRMAC.

(ii) UNCTAD.

- k) Target Market .
- l) Niche Marketing.

Q.2.

Answer any two from the following:- (16)

- (a) Explain the features of export marketing.
- (b) What are the guidelines for successful exporting?
- (c) Explain briefly the various trade barriers.
- (d) Explain the composition of India's foreign trade during the last decade.

Q.3.

Answer any two from the following:- (16)

- (a) Explain the steps in Product Development.
- (b) Discuss the procedure to appoint overseas agents.
- (c) Explain the various export marketing organisations in India.
- (d) Discuss the highlights of India's Foreign Trade Policy 2004-2009.

Q.4.

(A) Answer any two from the following:- (16)

- (a) What is C and F Quotation? Calculate the minimum FOB Price that an exporter can quote to an importer, from the following information. Also calculate the Foreign Exchange that can be earned if Euro 1 = Rs. 55/-

Cost of Materials Rs. 1,50,000

Cost of Labour Rs. 80,000

Packing Charges Rs. 8,000

Internal Transportation Rs. 12,000

Contribution of Profit: 20% of FOB Cost

Duty Drawback: 15% of FOB Price

- (B) What are the factors to be considered by an exporter while fixing export price?
- (C) Explain the features of packing credit.
- (D) Explain the role of commercial banks in export credit.

Q.5.

Answer any two of the following:- (16)

- (a) Explain in brief the preshipment procedure in export trade.
- (b) Explain the procedure to obtain marine insurance policy.
- (c) Explain the importance of Bill of Lading and certificate of origin.
- (d) Write note on "Financial Incentives to exporters."

Posted by [Kishore S Peshori](#) at 8:30 AM No comments:

March 2007

Export Marketing March 2007

Time: 3Hours

Marks: 100

NB.:

- 1 All questions are compulsory.
- 2 Figures to the right indicate full marks.

Q.1.

(a) Explain the following terms/concepts in about 30 words (any eight):- (16)

- 1) Duty Drawback.
- 2) Negative list of Exports.
- 3) Product Positioning.
- 4) TRIMS.

- 5) MODVAT.
- 6) Back- to - Back L/C.
- 7) Certificate of Origin.
- 8) SEZ.
- 9) Seed Capital Scheme.
- 10) LIBOR.
- 11) IEC Number.

(b) Give full forms:-

- (i) SAPTA.
- (ii) NAFED.

Q.2.

Answer any two from the following:- (16)

- (a) Explain the problems faced by Indian exporters in overseas markets.
- (b) Explain the composition of India's exports during the last decade.
- (c) Explain the implications of WTO for a developing country like India.
- (d) Explain the importance of exports for a developing country.

Q.3.

Answer any two from the following:- (16)

- (a) Discuss the procedure in selecting overseas markets.
- (b) Distinguish between Direct Exporting and Indirect Exporting.
- (c) What are Star Export Houses? Explain their functions.
- (d) Explain the implications of Foreign Trade Policy: [FTP] 2004 -2009.

Q.4.

(a) Answer any two from the following:- (16)

- (i) What is break-even point?

From the following cost data of Rolta Ltd., Calculate the minimum FOB price to be quoted by them for an export order of 1000 units if they want a profit margin of 15 % of FOB cost.

Material Cost Rs. 40 per unit

Labour Cost Rs. 15 per unit

Overheads Rs. 5 per unit

Packing and transportation Cost Rs. 5 per unit

The company will be entitled for 10 % Duty Drawback assistance on FOB price.

Conversion rate \$ 1 = Rs.45

- (ii) Explain- in brief, the various export pricing strategies.
- (iii) Explain the procedure to obtain post shipment credit.
- (iv) Discuss the forfeiting scheme of EXIM bank.

Q.5.

Answer any two of the following:- (16)

- (a) Explain the customs and shipping formalities for exports.
- (b) Explain the procedure to appoint Custom House Agent.
- (c) Explain the types and importance of Bill of Lading.
- (d) Write note on MDA.

Posted by [Kishore S Peshori](#) at 8:20 AM No comments:

October 2006

Export Marketing
October 2006

Time: 3Hours

Marks: 100

NB.:

- 1 All questions are compulsory.
- 2 Figures to the right indicate full marks.

SECTION I**Q.1.**

(a) Explain in brief (any four):- (8)

- (1) State any four difficulties faced by Indian exporter.
- (2) What is brand piracy?
- (3) What is "Deemed Exports"?
- (4) What is Export House?.
- (5) What is "negative list of exports".
- (6) What do you mean by three faced competition?
- (7) What is counter/buy back trade?
- (8) What do you mean by service exports?

(b) State with reasons, whether the following statements are true or false (any three):- (6)

- (i) Gains in International market are equally shared by all countries in the world.
- (ii) Procedural complexities is still treated as major barrier in export marketing.
- (iii) WTO has replaced UNCTAD.
- (iv) Indirect exporting is suitable for small exporting firms.
- (v) Cottage and Handicraft sector is given special status in 2002-07 Exim policy.
- (vi) Dumping refers to free sale of goods in foreign market.

Q.2.

Answer any three from the following:- (18)

- (a) Define "Export Marketing" and explain the features of export marketing.
- (b) Critically evaluate the direction of India's export trade since 1995.
- (c) Define "Trade Barriers" and explain different types of "Tariff Barriers".
- (d) Discuss in brief the provisions of "TRIPS and TRIM's" clauses of WTO.
- (e) Write a note on "European Union"(EU).
- (f) Distinguish between "Domestic Marketing and International marketing".

Q.3.

Answer any three from the following:- (18)

- (a) Explain different channels of distribution available in export marketing.
- (b) What are the different factors to be considered while selecting the product in overseas market?.
- (c) Discuss the role of STC in export promotion.
- (d) Highlight the prominent features of India's Foreign Trade Policy: [FTP] 2004 -2009.
- (e) Define 'Branding'. Explain different branding strategies available to exporter.
- (f) Write a. note on 'Product Life Cycle'.

Section II**Q.4.**

(a) Answer in brief (any four):- (8)

- i) What is break-even point in export pricing?
- ii) What is skimming pricing strategy?
- iii) State any four functions of RBI.
- iv) What is Certificate of Origin?
- v) State any two methods of Pre-shipment Inspection.
- vi) What facilities are offered in Red clause L/C and Green clause L/C?
- vii) Why marine insurance cover is necessary in export marketing?
- viii) What is a role of Customs appraiser in shipment stage?

(b) Give full forms of the following abbreviations: (6)

- i) SIDBI
- ii) FICCI.
- iii) EPCG
- iv) FEMA.

- v) LIBOR
- vi) ADB.

Q.5.

Answer any three from the following:- (18)

- (a) What are the objectives of pricing?
- (b) Distinguish between "Pre-shipment and Post-shipment Finance".
- (c) State and explain various specific policies of ECGC that cover export risks.
- (d) Discuss the Forfeiting Scheme of EXIM Bank.
- (e) Define Letter of Credit and discuss the parties to L/C.
- (f) Explain the registration procedure involved in export marketing

Q.6.

Answer any three from the following: (18)

- (a) What is Proforma Invoice? How does it differ from commercial invoice?
- (b) Explain the importance of following documents:
 - (i) Mate's receipt.
 - (ii) Bill of Lading.
- (c) Discuss any six incentives available to Indian exporter.
- (d) Briefly explain the functions of ITPO.
- (e) Discuss the role of following organisations in export promotion.
 - (i) FIEO
 - (ii) EHTP
- (f) From the following data calculate NET FOB price in US \$:-

Ex Factory Cost Rs. 1,00,000.00

Labour Cost Rs. 10,000.00

Packing Cost Rs. 12,000.00

Transportation Rs. 8,000.00

Profit: 10% of FOB Cost

DBK: 10% of FOB Price

Conversion Rate: 1\$ = Rs. 45

Posted by [Kishore S Peshori](#) at 4:30 AM No comments:

Tuesday, February 24, 2009

April 2006

Export Marketing
April 2006

Time: 3Hours

Marks: 100

NB.:

- 1 All questions are compulsaory.
- 2 Figures to the right indict maximum marks.

SECTION I**Q.1.**

- a) Answer in brief. (any four) (8)
 - i) Export House.
 - ii) MMTC.
 - iii) Four features of foreign trade policy 2004-2009.
 - iv) Product.
 - v) Labelling.
 - vi) Suggest four measures to improve India's share in the World Trade.
 - vii) Four objectives of Trading Bloc.
 - viii) Target Market

- b) State with reasons, whether the following statements are true or false (any three) (6)
- i) Import substitution helps to earn foreign exchange.
 - ii) Dumping refers to selling in foreign market at a price above domestic market price.
 - iii) Trading blocs and free international trade move together.
 - vi) Indirect exporting needs limited financial investment.
 - v) Every exporter has to register his name with RBI and obtain code number.
 - vi) Exporters are not in favour of long term export policy.

Q.2.

Answer any three from the following: (18)

- a) Explain the main problems faced by exporter in export marketing.
- b) "Export act as an engine of economic growth" - Explain.
- c) What are the advantages of tariff barriers ?
- d) What is G.S.P. ? Explain the features of G.S.P.
- e) Write note on "NAFTA" as a trade bloc.
- f) Explain the qualities of a successful export manager.

Q.3.

Answer any three from the following: (18)

- a) What is indirect exporting? Explain its advantages.
- b) What is licencing ? Explain its advantages and disadvantages.
- c) Distinguish between merchant exporter and manufacturer exporter.
- d) What are the implications of EXIM policy 2002-2007 ?
- e) What is product planning ? Explain the need and importance of product planning.
- f) Explain the importance of after-sales service in export market.

SECTION II**Q.4.**

a) Answer in brief. (any four) (8)

- i) ECGC.
- ii) ARE-1 Form.
- iii) Mate's receipt.
- iv) Export worthy unit.
- v) C & F Agent.
- vi) DBK.
- vii) Airway Bill.
- viii) IRMAC Scheme.

b) Give full forms of the following abbreviations: (6)

- i) EPCG
- ii) OPEC
- iii) IIFT
- iv) STP
- v) IBRD
- vi) EIC

Q.5.

Answer any three from the following: (18)

- a) Explain any two types of pricing strategies.
- b) What is pre-shipment finance ? What are its features ?
- c) Write a note on non-fund based assistance provided by commercial bank to exporter.
- d) Explain the role played by SIDBI in export promotion.
- e) What is letter of credit ? What are the advantages of letter of credit to the importer ?
- f) What is ISO-9000 ? What are its advantages ?

Q.6.

Answer any three from the following: (18)

- a) What is commercial invoice ? What is the importance of commercial invoice ?
- b) What is Shipping Bill ? Explain its importance and contents.
- c) What are the different financial incentives available to the Indian exporter ?

- d) Write a note on MPEDA and ICA.
- e) What is SEZ ? Explain its features.
- f) From the following data calculate minimum FOB price in US \$:-

Cost of material Rs. 2,25,000

Cost of Labour Rs. 1,20,000

Local transport charges Rs. 18,000

Packing charges Rs. 12,000

Profit contribution Rs. 65,000

Duty Drawback: 10% of FOB Price

Conversion Rate: 1 US \$ = Rs. 45