

EXPORT MARKETING

October 2006

Time: 3 Hours

Marks: 100

NB:

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

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
Conversion Rate

10% of FOB Price
1\$ = Rs. 45