

# Exports Marketing

**March 2007**

Time: 3 Hours

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. TRIM'S.
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**

<b>Labour Cost</b>	<b>Rs. 15 per unit</b>
<b>Overheads</b>	<b>Rs. 5 per unit</b>
<b>Packing and transportation Cost</b>	<b>Rs. 5 per unit</b>

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.