(i) FV() (ii) SQRT() (iii) RATE()
(v) ABS() (vi) MOD() (vii) ROUNDUP()

Export Marketing (Sem-V)

October - 2014

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

(1) **Answer any two of the following:** (15)

(a) What is Export Marketing? Explain in brief various features of Export Marketing.
(b) Discuss in brief various factors influencing Export Marketing.
(c) Explain various challenges of Export Marketing in India.

(2) **Answer any two of the following:** (15)

(a) "Trading Blocs create favourable impact on International Trade". Discuss.
(b) Explain the implications of WTO Agreements of Export Marketing.
(c) Discuss various components of Logistics in Export Marketing.

(3) **Answer any two of the following:** (15)

(a) Discuss in brief various implications of Foreign Trade Policy 2009-2014 of India.
(b) Explain various privileges of Export and Trading House Status Holders in India.
(c) Write a note on "Negative List of Exports'.

(4) **Answer any two of the following:** (15)

(a) Explain the importance of Packaging in Export Marketing.
(b) Discuss various factors affecting Export Pricing.
(c) Calculate the minimum FOB price which can be quoted by an exporter from the following details. Also ascertain the same in foreign currency where 1 U.S. $ = ₹ 50.

Particulars	Amount in (₹)
Ex factory cost	1,30,000
Packing Charges	40,000
Transportation Charges	30,000
Profit earned	10% of FOB cost
Duty Drawback	10% of FOB Price

(5) **Answer the following:** (5)

(a) **State whether the following statements are True and False:**

(i) India's services exports are dominated by software services.
(ii) Licensing is not useful method while making entry in the foreign market.
(iii) EU is a powerful trading bloc.
(iv) Export houses operate mainly at the port towns.
(v) Penetration pricing strategy is adopted by an exporter to gain large market share.

(5) (b) **Give full form of the following:** (5)

(i) OPEC. (ii) AOA. (iii) DGFT. (iv) FAS. (v) VKGUY.

(c) **Match the following:** (5)

Group 'A'	Group 'B'
(i) Online export business	(a) Sell the goods at lower price
(ii) Global Marketing Research	(b) Non Tariff barriers
(iii) Mica Waste and Scrap	(c) MMTC
(iv) Trading Bloc	(d) NAFTA
(v) Anti Dumping Duty	(e) Preliminary investigations
	(f) Web Hosting Services
	(g) NAFED