

(3 Hours)

[Marks: 100]

Instructions :- (1) All questions are compulsory having internal options.  
(2) Figures to the right indicate full marks

10

Q:1 A) Choose the correct answer from the options given below (Any 10)

- 1) Export Marketing is \_\_\_\_\_  
a) Highly competitive in nature  
b) Static in nature  
c) Involving no risk  
d) Involving no competition
- 2) \_\_\_\_\_ is a type of cargo risk.  
a) Insolvency of buyer  
b) Appreciation of rupee  
c) Change in international laws  
d) Loss due to leakage in the ship
- 3) Tourism and Transportation are part of India's \_\_\_\_\_ exports  
a) Merchandise  
b) Goods  
c) Services  
d) Negative
- 4) NAFTA is a \_\_\_\_\_ type of regional economic integration.  
a) Customs Union  
b) Preferential Trade Agreement  
c) Economic Union  
d) Free Trade Area
- 5) The first step in the market research process is to \_\_\_\_\_  
a) Determining export marketing objectives  
b) Analysis of information  
c) Selection of markets  
d) Entry in overseas market
- 6) The owner's right on patents, & industrial designs etc. are protected under \_\_\_\_\_ agreement  
a) TRIPs  
b) TRIMs  
c) GATS  
d) AoA
- 7) Existing \_\_\_\_\_ schemes have been merged and replaced by Merchandise Exports from India Scheme (MEIS)  
a) Three  
b) Four  
c) Five  
d) Six
- 8) \_\_\_\_\_ is a prohibited item of Negative list of Exports  
a) Exotic birds  
b) Cattle  
c) Gum karya  
d) Petroleum
- 9) Agricultural infrastructure incentive scrip is eligible under \_\_\_\_\_  
a) EPCG  
b) TRIFED  
c) VKGUY  
d) MITCO
- 10) IIFT is basically \_\_\_\_\_ institute.  
a) Technological  
b) Academic & Research  
c) Packaging  
d) Electrical



**Paper / Subject Code: 23058 / Export Marketing Paper I**

11) FIEO acts as apex body of \_\_\_\_\_ Organisations

- |                     |                  |
|---------------------|------------------|
| a) Trading          | b) Manufacturing |
| c) Export promotion | d) Service       |

12) In IGST "I" stand for \_\_\_\_\_.

- |                  |               |
|------------------|---------------|
| a) International | b) Integrated |
| c) Internal      | d) Intensive  |

**Q:1 B) State whether following statements are True or False (Any 10)**

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- 1) In export marketing there are two faced market competition.
- 2) India's balance of trade is always favourable.
- 3) USA is one of the important trade partners of India
- 4) Trade barriers helps to increase the volume of trade globally.
- 5) ASEAN declaration is commonly known as Bangkok declaration.
- 6) India is not a member of BRICS.
- 7) One of the items in the SCOMET is included Technologies.
- 8) A full form of EHTPs is Export Hardware Television Parks.
- 9) DGFTs headquarters is at Bangalore
- 10) IIP is an autonomous body registered under Partnership Act.
- 11) FICCI was established on the advice of Indira Gandhi.
- 12) The rate pertains only to special products is called special rate.

**Q:2 Answer any two of the following:**

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- a) What is the difference between Domestic Marketing and Export Marketing?
- b) Explain the factors influencing export marketing.
- c) Discuss the major commodities exported by India since 2015.

**Q:3 Answer any two of the following:**

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- a) Explain the types of trade barriers in international trade.
- b) Discuss the impact of TRIMs and AOA agreements of WTO on export trade
- c) Explain the determinants affecting foreign market selection

**Q:4 Answer any two of the following:**

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- a) What are the implications of India's Foreign Trade Policy 2015-20?
- b) Explain briefly Deemed Export.
- c) Elaborate the benefits available to Special Economic Zones in India.

**Q:5 Answer any two of the following:**

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- a) Explain the role of MAI scheme in export marketing.
- b) What is DBK? How it is beneficial for exporter in India?
- c) Discuss on the IIFT in brief.

**Q:6 Write Short Notes on (Any 4)**

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- a) Benefits of export marketing to the exporting firms
- b) EU
- c) DGFT
- d) Need for overseas market research
- e) IRMAC
- f) EPCG