

UNIVERSITY OF MUMBAI

No.UG/ 294 of 2006

CIRCULAR:-

Attention of Principals of the affiliated colleges in the faculty of Commerce and Professor-cum-Director, Institute of Distance Education are hereby invited to the Ordinances, Regulations and Syllabi relating to the B.Com. degree course vide Circular No.UG/112 of 2003, dated 10th March,2003 and Circular No.UG/23 of 2004, dated 23rd January,2004 and they are hereby informed that the recommendation made by the Chairman of the Board of Studies in Commerce at its meeting held on 24th May,2006 has been approved by the Vice-Chancellor in exercise of powers conferred upon him under Section 14(7) of Maharashtra Universities Act,1994 and that in accordance therewith the syllabus in the subject of Export Marketing at the T.Y.B.Com examination is modified as per Appendix and that the same has been brought into force with effect from the academic year 2006-2007.

MUMBAI-400 032

3rd August, 2006

[Signature]
for REGISTRAR

V.C.'s Action

31.07.2006

To,

The Principals of the affiliated colleges in Commerce and Professor-cum-Director, Institute of Distance Education

No.UG/ 294 -A of 2006, MUMBAI-400 032 3rd August, 2006

Copy forwarded with compliments for information to :-

1. The Dean, Faculty of Commerce
2. The Chairman, Board of Studies in Commerce

[Signature]
for REGISTRAR

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Personal Assistants to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.
The Offg. Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, Executive Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above Circular and that no separate Action Taken Report will be sent in this connection. the Assistant Registrar Constituent Colleges Unit (2 copies), BUCT(1 copy), the Deputy Account, Unit V(1 copy), the In-charge Director, Centralize Computing Facility (1 copy), the Receptionist (1 copy), the Telephone Operator (1 copy), the Secretary MUASA (1 copy), the Post-Graduate Section (2 copies), the Superintendent, Thesis Section.



UNIVERSITY OF MUMBAI



MODIFIED SYLLABUS OF EXPORT MARKETING AT T.Y.B.COM. EXAMINATION

(with effect from the academic year 2006-2007)

MODIFIED SYLLABUS OF EXPORT MARKETING

AT T.Y.B.COM w. e. f. 2006-07

1. Introduction to Export Marketing: (8 Lectures)

Meaning and Features of Export Marketing – Need and Importance – Difficulties/Problems in Export Marketing. India's Export Trade – Brief Outline of India's Composition of Exports and Direction of Exports during the last decade. Reasons for poor Share of India's Exports- Guidelines for Successful Exporting.

2. International Marketing: (7 Lectures)

Meaning – Trade Barriers – WTO – General Implications of WTO – Major Trading Blocs – European Union – NAFTA – ASEAN- SAARC- Implications of Trading Blocs.

3. Preliminaries for Starting Export Business: (8 Lectures)

Selecting and Designing the Product – Product Positioning in Overseas Market. Selection of Markets and Buyers – Negotiations with Overseas Buyers – Appointment of Overseas Agents – Methods of Exporting.

4. Export Marketing And Export Promotion Organizations: (10 Lectures)

Export Organization's Structure – Various Export Marketing Organizations – Functions of Star Export Houses - E P Cs – Commodity Boards – MPEDA - APEDA - FIEO - IIFT - IIP - ICA - 100% EOUs - STPs - IT Parks - Special Economic Zones - Techno Parks and Service Sectors- Chambers of Commerce, ITPO.

5. EXIM Policy: (7 Lectures)

Main Objectives – Highlights of 2004 - 2009. Foreign Trade Policy (FTP) (including annual revisions) and its implications – Negative List of Exports.

6 Export Pricing (8 Lectures)

Factors Affecting Export Pricing – Break Even Point – Simple Problems on Break Even Point- Main Quotations -FOB, C&F, CIF, Simple problems on FOB Pricing – pricing strategies .

7 Export Finance (10 Lectures)

Pre - Shipment Finance and Post Shipment Finance – Features – Procedure - Forms-Export Financing Institutions - Commercial Banks - EXIM Bank - Methods of Payment - Documentary Bills - Letter of Credit, Types, Parties, Procedure.

8 Export Procedure (10 Lectures)

Brief Outline Of Export Procedure - ISO Certification - Procedure To Obtain ISO Certification - Appointment Of Custom House Agent (C&F Agent) - Services Of Custom House Agent - Customs And Shipping Formalities - Marine Insurance - Checklist For Submitting Documents To Authorized Dealers For Negotiation Or Collection Of Export Bills.

9 Export Documents (6 Lectures)

Various Documents In Export Trade- Commercial Invoice, Certificate Of Origin, Consular Invoice – Shipping Bill – Mate's Receipt – Bill Of Lading.

10 Export Assistance and Incentives (6 Lectures)

Brief Outline Of Various Export Incentives – MDA – EPCG – Deemed Exports – Blanket Permit, DEPB Scheme – Financial Incentives, Tax Benefits.
