

## Export Marketing

April 2009

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

- (1) Explain the following terms/concepts in about 30 words (any eight):** (16)  
(a) Service Export (b) Line of Credit (c) Indirect Exporting (d) Ad-valorem (e) Produce Life Cycle (f) Non-tariff Barriers (g) Trading Blocs (h) Mate Receipt (i) IEC Number (j) Brand Piracy (k) Certificate of Origin (l) Give full form of (i) OPEC (ii) SAPTA
- (2) Answer any two from the following:** (16)  
(a) "Exports are necessary not only for developed countries but also for developing nations." Comment.  
(b) Briefly explain the composition of India's export trade for last decade.  
(c) What is international marketing? Explain its features  
(d) Write a note on "SAARC"
- (3) Answer any two from the following:** (16)  
(a) What factors are to be considered in the selection of products for overseas market?  
(b) Explain the function of IIFT  
(c) Write a note on 'Technoparks'.  
(d) Explain the principal objectives of Foreign Trade Policy of India, 2004-09.
- (4) Answer any two from the following:** (16)  
(a) Explain the features of Packing Credit.  
(b) Explain the different policies of ECGC.  
(c) Distinguish between FOB and CIF price.  
(d) From the following cost data of "Asattam Ltd.," calculate the minimum FOB price to be quoted by them for an export order of 10,000 units.  
(i) Ex-factory cost of Rs.25 per unit  
(ii) Packing cost Rs. 2 per unit  
(iii) Transport cost Rs. 3 per unit  
(iv) Duty drawback 10% on FOB price.  
(v) Profit margin 10% on FOB cost.  
Also calculate the amount of Foreign Exchange that would be earned by the exporter if 1\$ = Rs. 49.
- (5) Answer any two from the following:** (16)  
(a) What is letter of credit? Briefly explain the procedure involved in letter of credit.  
(b) Explain the export procedure involved in Customs and Shipping formalities  
(c) Write note on Duty drawback  
(d) Bring out the importance of the following Documents.  
(i) Shipping Bill  
(ii) Consular invoice