

Program: T.Y.B.Com Semester: VI Program Code: 2C00146
Course: Export Marketing - II Course Code: 83016

Duration: 3 Hours Examination Pattern: Rev - 16 - Autonomous - External Max. Marks: 100

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:

REGULAR

Q. 1 Answer the following. [20]

(a) Fill in the blanks with an appropriate answer from the alternatives given – ANY TEN. [10]

i) FOB cost includes:

- | | |
|-------------------------------|---|
| a. Cost + Insurance + Freight | b. Cost of goods + expenses up to loading on ship |
| c. Cost + Freight only | d. Cost + Insurance only |

ii) _____ document is known as the document of title to goods.

- | | |
|------------------|-------------------|
| a. Airway Bill | b. Bill of Lading |
| c. Shipping Bill | d. Mate's Receipt |

iii) Pre-shipment finance is also known as _____.

- | | |
|-------------------------|---------------------|
| a. Packing Credit | b. Bill Discounting |
| c. Post-shipment Credit | d. Export Refinance |

iv) _____ INCOTERM indicates maximum responsibility of the exporter.

- | | |
|--------|--------|
| a. EXW | b. FOB |
| c. CIF | d. DDP |

v) Duty Drawback refers to _____.

- | | |
|---|---------------------------------------|
| a. Import duty charged by customs | b. Freight subsidy given to exporters |
| c. Refund of customs duty on exported goods | d. Insurance claim on damaged goods |

vi) _____ risk arises due to war, riots, or change in government policy.

- | | |
|--------------------|-------------------|
| a. Commercial risk | b. Political risk |
| c. Cargo risk | d. Credit risk |

vii) _____ document is issued by customs permitting shipment of goods.

- | | |
|-------------------|--------------------------|
| a. Shipping Bill | b. Certificate of Origin |
| c. Export Invoice | d. Mate's Receipt |

viii) A warehouse where imported goods are stored without payment of customs duty is called _____.

- | | |
|----------------------|---------------------------|
| a. Private warehouse | b. Bonded warehouse |
| c. Storage warehouse | d. Distribution warehouse |

- ix) _____ organisation provides insurance cover to Indian exporters against export risks.
- | | |
|--------------------------------|---|
| a. Reserve Bank of India | b. Export Credit Guarantee Corporation of India |
| c. Export-Import Bank of India | d. Small Industries Development Bank of India |
- x) _____ document certifies the country in which goods are manufactured.
- | | |
|------------------------------|--------------------------|
| a. Certificate of Inspection | b. Certificate of Origin |
| c. Certificate of Insurance | d. Shipping Bill |
- xi) Post-shipment finance is provided after _____.
- | | |
|----------------------------|----------------------|
| a. Receipt of export order | b. Shipment of goods |
| c. Manufacturing of goods | d. Packing of goods |
- xii) _____ pricing includes cost, insurance, and freight.
- | | |
|--------|--------|
| a. FOB | b. CIF |
| c. C&F | d. EXW |

(b) State whether the following statements are true or false – ANY TEN.

[10]

- i) Export pricing is influenced by both internal and external factors.
- ii) FOB price includes insurance charges.
- iii) Branding helps exporters differentiate their products in foreign markets.
- iv) Political instability in the importing country increases export risk.
- v) Pre-shipment finance is granted after the goods are dispatched.
- vi) Packaging in export marketing must comply with international standards.
- vii) Direct exporting involves greater control over overseas markets than indirect exporting.
- viii) Mode of transport in export trade is selected based on cost, urgency, and nature of goods.
- ix) Export-Import Bank of India mainly provides short-term export credit to exporters.
- x) Small Industries Development Bank of India focuses on financing small and medium enterprises.
- xi) A clean Bill of Lading indicates that goods were received in good condition.
- xii) A Certificate of Inspection is compulsory for all export goods from India.

Q. 2 Attempt any TWO of the following.

[15]

- (a) Mention export pricing strategies used by organizations.
- (b) Enlist the points considered in product planning decisions.
- (c) With the help of the following information, calculate the minimum FOB price in dollars, if $1\$ = 80/-$

Total number of units = 1000 units

| | |
|-------------------|------------------|
| Ex – factory cost | 25 per unit |
| Packing cost | 2 per unit |
| Transportation | 3 per unit |
| Profit margin | 10% on FOB cost |
| Duty drawback | 10% on FOB price |

Q. 3 Attempt any TWO of the following. [15]

- (a) State the meaning of trade fairs and exhibitions along with its importance in export marketing.
- (b) Distinguish between direct trade and indirect trade.
- (c) What is logistics? List the various components of logistics.

Q. 4 Attempt any TWO of the following. [15]

- (a) Highlight the differentiation points of pre - shipment and post – shipment finance.
- (b) What is the role of EXIM bank?
- (c) Give the steps involved in procedure for letter of credit.

Q. 5 Attempt any TWO of the following. [15]

- (a) Write in detail the role of CHA.
- (b) Indicate the procedure for quality and pre – shipment inspection.
- (c) Explain in detail commercial invoice cum packaging.

Q. 6 Write short note on any FOUR [20]

- (a) Commercial invoice cum packing list
- (b) Bill of lading
- (c) Explain any one scheme of SIDBI
- (d) Sales promotion techniques
- (e) Branding techniques
- (f) Advantages of labelling in export

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