

Duration: 3 Hours.

Marks :100

Note: 1. All Questions are Compulsory

2. Figures to the right state the marks allotted to the questions.

Q 1 (a) Select the most appropriate answer from the options given below (Any Ten) 10

1. Export marketing usually involves \_\_\_\_\_.
  - Minimal competition
  - Customs formalities
  - No risk
  - Dominance of small enterprises
2. Risk in export marketing due to natural calamities like flood is known as \_\_\_\_\_.
  - Commercial Risk
  - Legal Risk
  - Unforeseen Risk
  - Political Risk
3. India is one of the largest exporter of \_\_\_\_\_.
  - Exotic birds
  - Fruits and vegetables
  - Olive oil based products
  - Drugs and Pharma products
4. When a country fixes import quantity of commodity from different countries during a specific time period it is known as \_\_\_\_\_.
  - Quota
  - Consular formality
  - State trading
  - Preferential treatment
5. TRIMS stands for \_\_\_\_\_.
  - Trade related investment measures
  - Trade restricted investment measures
  - Trade related intellectual measures
  - Trade related investment movement
6. Entry into foreign markets without \_\_\_\_\_ is risky.
  - Tax holiday
  - Overseas market research
  - Competition
  - Import duty
7. \_\_\_\_\_ is an outreach programme organised for new and prospective exporters by DGFT.
  - Trade fair and exhibitions
  - Niryat Bandhu scheme
  - EPCG scheme
  - MEIS

8. The negative list of exports does not consist of \_\_\_\_\_ items.
- Prohibited
  - Canalised
  - Restricted
  - Freely exported
9. The primary objective of \_\_\_\_\_ is to promote software exports from India.
- STP
  - BTP
  - EHTP
  - TEE
10. \_\_\_\_\_ incentive is disbursed to Indian exporters through FIEO and the Ministry of Commerce.
- MDA
  - MAI
  - ASIDE
  - IRMAC
11. In India \_\_\_\_\_ acts as a connecting link between the exporters and the government.
- EPCG
  - FICCI
  - SEZ
  - BTP
12. Under \_\_\_\_\_ scheme custom duty paid on import of raw material for export production is refunded to exporters.
- EAAS
  - ASIDE
  - DBK
  - IGST

Q 1 (b) State whether the following statements are True or False (Any ten): (10)

1. Export marketing is not influenced by regional economic groupings of the world.
2. Export marketer may face risk of cultural differences and communication barriers.
3. Software services make major contribution to India's service exports.
4. Anti dumping duty nullifies the effect of subsidy given by exporting countries.
5. GATS is an agreement to liberalise manufacturing sector.
6. India is one of the founder members of WTO.
7. e-BRC captures details of export proceeds received by exporters.
8. Red sandal wood is an item of canalised list of exports.
9. Units in SEZ are exempted from routine examination of cargo by custom authorities.
10. Focus market scheme promotes exports of all products to all markets.
11. IIP provides raw material assistance for production to Indian exporters.
12. IGST is collected by the port trust authorities.

Q.2 Answer any two of the following:

(15)

- a) What is the importance of exports for a nation?
- b) Discuss the various problems faced by the India's export sector.
- c) Explain region wise India's exports since 2015

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

(15)

- a) Distinguish Between tariff barriers and non-tariff barriers.
- b) Discuss positive impact of regional economic groupings.
- c) Explain determinants of foreign market selection.

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

(15)

- a) Explain the highlights of FTP 2015-20.
- b) Explain the role of DGFT in promoting exports.
- c) Discuss the benefits given to EOUs

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

(15)

- a) Discuss ASIDE given to state governments to boost exports.
- b) State the functions of commodity boards in export promotion.
- c) Explain the duty drawback scheme given to Indian exporters.

**Q.6 Write short notes on the following (Any Four)**

(20)

- a) Features of Export marketing
  - b) Factors influencing Export marketing
  - c) Need for overseas market research
  - d) NAFTA
  - e) Towns of Excellence
  - f) Indian Trade Promotion Organisation (ITPO)
-