

[Time: 3 Hours]

[Marks: 100]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right state the marks allotted to the questions.

1. A) Select the most appropriate answer from the options given below : (Any Ten) :

10

1. Export marketing usually involves _____.
 - Extensive documentation
 - Minimal competition
 - No risk
 - Dominance of small enterprises
2. The risk of loss of goods while in transit due to theft or sea pirate attack is a _____ risk.
 - Legal
 - Cargo
 - Commercial
 - political
3. India is one of the largest exporters of _____.
 - Aircrafts and aircraft engines
 - Fruits and vegetables
 - Olive oil based products
 - Gems and Jewellery
4. _____ duty is based on both, the value of the goods as well as its physical qualities such as weight, volume or number.
 - Compound
 - Specific
 - Protective
 - Revenue
5. NAFTA is a trade agreement among _____ countries.
 - North America, Finland and Thailand
 - Singapore, Malaysia and Cambodia
 - Canada, USA and Mexico
 - India, China and Russia
6. _____ involves systematic gathering and evaluating information in foreign markets for identifying marketing opportunities and challenges.
 - Overseas market research
 - PLC
 - Consular formalities
 - Custom formalities
7. MEIS and SEIS are _____.
 - Government bodies
 - Schemes introduced in FTP 2015-20
 - Rules for exporters and importers
 - Export promotion organisations
8. All wild animals and exotic birds are included in _____ items.
 - Export with high duty
 - Free export and import
 - Export with limited duty
 - Prohibited
9. AEZs are aimed at developing exports of _____.
 - Aerospace industries
 - Arts and handicrafts
 - Agricultural commodities
 - Automotive industries
10. _____ scheme provides benefits with regards to procuring raw materials.
 - IRMAC
 - ASIDE
 - MAI
 - MDA
11. _____ is a body of Government of India, concerned with organising trade fairs and exhibitions in India and abroad.
 - FICCI
 - ITPO
 - IIP
 - IIFT
12. Under _____ scheme exporters can claim for the refund of customs duty paid on imports of raw materials, components and packing material.
 - DBK
 - CGST refund
 - VAT refund
 - EPCG

- B) State whether the following statements are True or False : (Any ten) 10
- 1) Export marketing involves custom formalities.
 - 2) Exporter marketers may face risk of cultural differences and communication barriers while exporting.
 - 3) India is one of the leading exporters of IT and software services in the world.
 - 4) Ad Valorem and Countervailing are type of tariff barriers.
 - 5) India is one of the founder members of WTO.
 - 6) Consumer choices and degree of competition are important determinants of foreign market selection.
 - 7) Five star export houses need to have minimum export performances of US\$ 2000 million.
 - 8) In Deemed exports, payments can be made in foreign as well as Indian currency.
 - 9) In Maharashtra, 'Integrated Industrial Area' is introduced as an Exit Scheme for failed SEZs.
 - 10) Exporters can import second hand capital goods under MAI scheme at zero percent duty.
 - 11) IIP is basically an academic institute with a status of deemed university.
 - 12) EPCG scheme is concerned with providing IGST refund to exporters.
2. Answer any two of the following : 15
- a) What is Export Marketing? Explain the basic features of export marketing.
 - b) Explain the various problems faced by India's export sector.
 - c) Discuss India's services exports since 2015.
3. Answer any two of the following : 15
- a) Distinguish between tariff-barriers and non-tariff barriers.
 - b) Discuss the negative impact of regional economic groupings on export marketing.
 - c) Explain the steps involved in market selection process.
4. Answer any two of the following : 15
- a) Explain in brief the highlights of India's Foreign Trade Policy 2015-20.
 - b) Briefly explain the negative list of exports.
 - c) Discuss the benefits extended to STPs with regards to export marketing.
5. Answer any two of the following : 15
- a) Discuss in brief the ASIDE scheme extended to the Indian exporters.
 - b) Briefly discuss the assistance provided by Commodity Boards to Indian exporters.
 - c) Explain in brief the Export Advance Authorisation Scheme.
6. Write short notes on any four of the following :- 20
- a) Factors influencing export marketing
 - b) Non-tariff barriers
 - c) Towns of Excellence
 - d) Duty Drawback Scheme
 - e) Importance of export marketing to a firm
 - f) DGFT
