

# HERAMB COACHING CLASSES

Yogeshwar Towers, Katemanivali, Kalyan (East)

DATE:12/11/17

**T.Y.B.COM/Export Marketing**

**MARKS:75**

**DURATION:2½ HR**

**Q.1. Answer any two of the following:**

**(15)**

- What is Export Marketing? Explain importance of Export Marketing from nations point of view.
- Discuss in brief various factors influencing Export Marketing.
- Explain various challenges of Export Marketing in India.

**Q.2. Answer any two of the following:**

**(15)**

- "Trading blocs create favourable impact on international trade" Discuss.
- Explain the implications of WTO agreement on export Marketing.
- Describe the steps in the process of Global Marketing Research .

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

**(15)**

- Discuss in brief various implication of foreign trade policy 2015-2020 of India.
- Explain the role of DGFT in India.
- Write a note on "Negative list of Exports"

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

**(15)**

- Explain the requirements of Marketing in Export Marketing.
- Discuss various strategies of Export Marketing.
- Calculate the minimum FOB price which can be quoted by an Exporter from the following details. Also ascertain the same in foreign currency where 1USD=INR 15

Particulars	Amount in(Rs)
Ex factory cost	130000
Packaging charges	40000
Transportation charges	30000
Profits Earned	10% of FOB Cost
Duty Drawback	10% of FOB Price

**Q.5. Objectives Questions:**

**(15)**

**(A) State whether the following statements are true or false:**

**(05)**

- Negative list of exports includes only canalized items.
- India is a member of NAFTA.
- India's services exports are dominated by software services.
- Packaging plays an important role in Export Marketing.
- Export Marketing enables the nation to earn foreign exchange.

**(B) Give full form of the following abbreviations:**

**(05)**

- AOA
- NAFTA
- GATT
- FTA
- TRIMs

**(C) Match the Columns:**

**(05)**

Group A

Group B

- Trading Blocs
  - Penetration Pricing
  - TRIPS
  - Direct Exporting
  - Online Export Business
- Patents
  - Web Housing Service
  - High price
  - Low price
  - NAFTA
  - Absence of Middlemen