

**UNIVERSITY QUESTION PAPERS****NOVEMBER 2018**

Time : 3 Hours

Total Marks : 100

Please check whether you have got the right question paper.

N.B.: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

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

Export marketing is important for countries because it leads to \_\_\_\_\_.

- Peaceful international relations
- Spread effect
- Earning Foreign Exchange
- All of the above

Risk in export marketing due to civil disturbances is known as \_\_\_\_\_.

- Commercial Risk
- Political Risk
- Legal Risk
- Cargo Risk

\_\_\_\_\_ contributes a major share of foreign exchange in the total Indian service exports.

- Business Services
- Software Services
- Transportation Services
- None of the above

4. \_\_\_\_\_ raises the prices of imported goods thereby discouraging imports.
- Non-tariff barriers
  - Tariff barriers
  - International forums
  - None of the above
5. GATT was replaced by \_\_\_\_\_ in 1995.
- EU
  - WTO
  - WHO
  - IMF
6. AoA, as per WTO stands for \_\_\_\_\_.
- Agreement on Allied Sectors
  - Agreement on Agriculture
  - Association on Agriculture
  - All of the above
7. MEIS is expected to support \_\_\_\_\_ sector with special emphasis on improving the ease of doing business.
- Service
  - Manufacturing
  - Allied
  - Agriculture
8. DGFT grants \_\_\_\_\_ to Indian importers and exporters.
- RCMC
  - IEC
  - Duty drawback
  - Blanket permit
9. Five star export house needs to have minimum export performance of US \$ \_\_\_\_\_ million.
- 1,000
  - 2,000
  - 2,500
  - 3,000
10. ASIDE scheme provides benefits for \_\_\_\_\_.
- Import of capital goods
  - Infrastructure development to states

- Refund of excise duty
  - Import of raw materials in bulk
1. \_\_\_\_\_ enjoys the status of a demand university.
- IIFT
  - FIEO
  - EPC
  - ITPO
2. FICCI was established on the advice of \_\_\_\_\_ in 1927 in India.
- Pandit Jawaharlal Nehru
  - Mahatma Gandhi
  - Mr. J.R.D. Tata
  - Lokmanya Tilak

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

1. Export marketing helps in spreading risk of business. - *True*
2. Export marketing is influenced by regional economic groupings of the world. - *True*
3. India is one of the largest exporters of gems and jewellery sector. - *True*
4. WTO agreements have no impact on export trade of India. - *False*
5. India is not a member of SAARC. - *False*
6. Global market research does not help exporters. - *False*
7. MEIS & SEIS are associated with India's foreign trade policy of 2015-20. - *True*
8. Onions are included under the canalised list of exports. - *True*
9. AEZ is a specific geographic region reserved to establish agriculture based processing industries. - *True*
10. MDA supplies imported raw materials to all exporters. - *False*
11. IP acts as a publicity wing of the Indian government. - *False*
12. IGST is collected only by the state governments. - *False*

*Note : Students need not write the statements, but only write the answers for fill in the blanks and True / False in proper sequence. This will help to reduce time and stationery. Also, this facilitates easy assessment.*

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

- (a) What is export marketing ? Discuss the features of export marketing. (15)
- (b) Explain the factors influencing export marketing.
- (c) Explain briefly region wise India's export since 2015.

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

- (a) Distinguish between Tariff and Non-tariff barriers. (15)
- (b) Explain in brief various WTO agreements.
- (c) Discuss the need of conducting overseas market research.

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

- (a) Write a note on India's foreign trade policy 2015-20. (15)
- (b) Briefly explain Deemed Exports.
- (c) What are EOUs ? Discuss the benefits given to EOUs.

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

- (a) Discuss IRMAC scheme given to exporters. (15)
- (b) Explain the assistance provided by ITPO to Indian exporters.
- (c) Briefly explain the Duty drawback scheme.

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

- (a) Problems of India's export sector (15)
- (b) Types of Tariff barriers
- (c) EHTPs

(d) Commodity Boards

(e) Importance of export marketing from the view point of a nation

(f) Negative list of exports.

**OCTOBER 2019**

Time : 3 Hours

Total Marks : 100

Q.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
  - Protective
  - Specific
  - 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
  - Export with limited duty
  - Free export and import
  - 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
  - MAI
  - ASIDE
  - MDA
11. \_\_\_\_\_ is a body of Government of India, concerned with organising trade fairs and exhibitions in India and abroad.
- FICCI
  - IIP
  - ITPO
  - IIFT
12. Under \_\_\_\_\_ scheme exporters can claim for the refund of customs duty paid on imports of raw materials, components and packing material.
- DBK
  - VAT refund
  - CGST refund
  - EPCG

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

1. Export marketing involves custom formalities. - *True*
2. Exporter marketers may face risk of cultural differences and communication barriers while exporting. - *True*
3. India is one of the leading exporters of IT and software services in the world. - *True*
4. Ad Valorem and Countervailing are type of tariff barriers. - *True*

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
- MAI
- ASIDE
- MDA

11. \_\_\_\_\_ is a body of Government of India, concerned with organising trade fairs and exhibitions in India and abroad.

- FICCI
- IIP
- ITPO
- IIFT

12. Under \_\_\_\_\_ scheme exporters can claim for the refund of customs duty paid on imports of raw materials, components and packing material.

- DBK
- VAT refund
- CGST refund
- EPCG

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

1. Export marketing involves custom formalities. - *True*
2. Exporter marketers may face risk of cultural differences and communication barriers while exporting. - *True*
3. India is one of the leading exporters of IT and software services in the world. - *True*
4. Ad Valorem and Countervailing are type of tariff barriers. - *True*



5. India is one of the founder members of WTO. - *True*
6. Consumer choices and degree of competition are important determinants of foreign market selection. - *True*
7. Five star export houses need to have minimum export performances of US \$ 2000 million. - *True*
8. In deemed exports, payments can be made in foreign as well as Indian currency. - *True*
9. In Maharashtra, 'Integrated Industrial Area' is introduced as an Exit Scheme for failed SEZs. - *False*
10. Exporters can import second hand capital goods under MAI scheme at zero percent duty. - *False*
11. IIP is basically an academic institute with a status of deemed university. - *False*
12. EPCG scheme is concerned with providing IGST refund to exporters. - *False*

**Note :** *Students need not write the statements, but only write the answers for fill in the blanks and True / False in proper sequence. This will help to reduce time and stationery. Also, this facilitates easy assessment.*

**Q.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.

**Q.3** Answer any two of the following : (15)

- (a) Distinguish between tariff 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.

**Q.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.

**Q.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.

**Q.6 Write short notes on the following : (Any Four) (15)**

(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