

May 2023

Paper / Subject Code: 23058 / Export Marketing Paper I

(3 Hours)

[Marks: 100

Instructions :- (1) All questions are compulsory having internal options.
(2) Figures to the right indicate full marks

- Q:1 A) Choose the correct answer from the options given below (Any 10) 10
- 1) Export Marketing is _____
a) Highly competitive in nature b) Static in nature
c) Involving no risk d) Involving no competition
 - 2) _____ is a type of cargo risk.
a) Insolvency of buyer b) Appreciation of rupee
c) Change in international laws d) Loss due to leakage in the ship
 - 3) Tourism and Transportation are part of India's _____ exports
a) Merchandise b) Goods
c) Services d) Negative
 - 4) NAFTA is a _____ type of regional economic integration.
a) Customs Union b) Preferential Trade Agreement
c) Economic Union d) Free Trade Area
 - 5) The first step in the market research process is to _____.
a) Determining export marketing objectives b) Analysis of information
c) Selection of markets d) Entry in overseas market
 - 6) The owner's right on patents, & industrial designs etc. are protected under _____ agreement
a) TRIPs b) TRIMs
c) GATS d) AoA
 - 7) Existing _____ schemes have been merged and replaced by Merchandise Exports from India Scheme (MEIS)
a) Three b) Four
c) Five d) Six
 - 8) _____ is a prohibited item of Negative list of Exports
a) Exotic birds b) Cattle
c) Gum karyā d) Petroleum
 - 9) Agricultural infrastructure incentive scrip is eligible under _____
a) EPCG b) TRIFED
c) VKGUY d) MITCO
 - 10) IIFT is basically _____ institute.
a) Technological b) Academic & Research
c) Packaging d) Electrical

- 11) FIEO acts as apex body of _____ Organisations
- a) Trading
c) Export promotion
- b) Manufacturing
d) Service
- 12) In IGST "I" stand for _____
- a) International
c) Internal
- b) Integrated
d) Intensive

Q:1 B) State whether following statements are True or False (Any 10)

- 1) In export marketing there are two faced market competition.
2) India's balance of trade is always favourable.
3) USA is one of the important trade partners of India
4) Trade barriers helps to increase the volume of trade globally.
5) ASEAN declaration is commonly known as Bangkok declaration.
6) India is not a member of BRICS.
7) One of the items in the SCOMET is included Technologies.
8) A full form of EHTPs is Export Hardware Television Parks.
9) DGFT's headquarters is at Bangalore
10) IIP is an autonomous body registered under Partnership Act.
11) FICCI was established on the advice of Indira Gandhi.
12) The rate pertains only to special products is called special rate.

Q:2 Answer any two of the following:

- a) What is the difference between Domestic Marketing and Export Marketing?
b) Explain the factors influencing export marketing.
c) Discuss the major commodities exported by India since 2015.

Q:3 Answer any two of the following:

- a) Explain the types of trade barriers in international trade.
b) Discuss the impact of TRIMs and AOA agreements of WTO on export trade
c) Explain the determinants affecting foreign market selection

Q:4 Answer any two of the following:

- a) What are the implications of India's Foreign Trade Policy 2015-20?
b) Explain briefly Deemed Export.
c) Elaborate the benefits available to Special Economic Zones in India.

Q:5 Answer any two of the following:

- a) Explain the role of MAI scheme in export marketing.
b) What is DBK? How it is beneficial for exporter in India?
c) Discuss on the IIFT in brief.

Q:6 Write Short Notes on (Any 4)

- a) Benefits of export marketing to the exporting firms
b) EU
c) DGFT
d) Need for overseas market research
e) IRMAC
f) EPCG

Correction in 2C00155 - T.Y.B.Com Sem - V (Choice Based) / 23059 - Psychology of Human Behaviour at work Paper I
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English version:

Q.4) ~~b) Discuss psycho analytic perspective in detail.~~
~~e) Write detail note on values~~

Q.5) ~~a) What is emotion and mood?~~
~~b) Describe affective event theory in detail.~~
~~c) Write note on emotional intelligence and emotional regulation.~~

Q.6) ~~a) Moderating variables~~
~~c) Personality attributes relevant to OB~~
~~d) Perception~~
~~e) Sources of emotion and mood~~

Marathi Version

प्र ४) ब) मनोविश्लेशान्मात्क दृष्टीकोनाची चर्चा करा
क) मूल्य वर विस्तृत टिपा लिहा.

प्र ५) अ) भावना व मूड म्हणजे काय
ब) भावनिक कार्य सिद्धांतांचे वर्णन करा
क) भावनिक बुद्धिमत्ता व भावनिक नियमन यावर टिपा लिहा

प्र ६) अ) व्यवस्थापन कार्य व व्यवस्थापन भूमिका
ब) नियंत्रित परिवर्तक
ड) ob शी संबधित व्यक्तिमत्व विशेषता
इ) आकलन
फ) भावना व मूडम चे स्रोत