EXPORT MARKETING - Sem 5

Question Bank

1. Export marketing is also called _______ marketing.

   Mark only one oval.
   
   - International
   - Affiliate
   - Domestic
   - Social

2. Exports enable a nation to earn valuable _____.

   Mark only one oval.
   
   - Real income
   - Foreign exchange
   - Favorable balance of payment
   - National income

3. Exports helps to generate ______ employment in supporting sectors such as banking, insurance and transport.

   Mark only one oval.
   
   - Labour
   - Growth
   - Indirect
   - Direct
4. Export marketing is subjected to ____.

*Mark only one oval.*

- Tariff and Non-tariff barriers
- Local taxes and duties
- One monetary and economic system
- Free exchange of goods

5. Under ____ agreements of WTO, patented products such as medicines have an exclusive marketing rights for certain number of years.

*Mark only one oval.*

- TRIPS
- AOA
- TRIMS
- GATS

6. The major exports of cotton textiles, cashew nuts, carpets, drugs and pharma products to European union, North America is a part of _______ countries.

*Mark only one oval.*

- Eastern Europe
- Developing countries
- OECD
- OPEC
7. Sea transport is subject to _______ on account of damage to goods due to storms, collisions, leakage, explosion.

*Mark only one oval.*

- [ ] Unforeseen risks
- [ ] Cargo risks
- [ ] Legal risks
- [ ] Quality related risks

8. The import duties which vary with the prices of commodities are called _______

*Mark only one oval.*

- [ ] Combined duty
- [ ] Sliding scale duty
- [ ] Anti-dumping duty
- [ ] Ad valorem duty

9. Under _______ a Country made fixed in advance the limit of import quantity of a commodity that would be permitted for imports from various countries during a given period.

*Mark only one oval.*

- [ ] State trading
- [ ] Domestic content requirements
- [ ] Quota system
- [ ] Product standards
10. In ______ the member nations remove all trade barriers amongst them but each nation retains its own barriers on trade with non-members.

   *Mark only one oval.*

   - preferential trade arrangement
   - free trade area
   - common market
   - custom union

11. ______ imposes common external barriers on non-members.

   *Mark only one oval.*

   - preferential trade arrangement
   - custom union
   - free trade area
   - common market

12. India is a founding member of ______

   *Mark only one oval.*

   - NAFTA
   - EU
   - ASEAN
   - SAARC

13. In 1995, WTO replaced _________

   *Mark only one oval.*

   - ASEAN
   - NAFTA
   - GATT
   - SAARC
14. ________ comes in restricted item.

*Mark only one oval.*

- [ ] Chemical fertilizers
- [ ] Notified services
- [ ] Niger seeds
- [ ] Special commodities

15. SEIS is for ________

*Mark only one oval.*

- [ ] Special markets
- [ ] Notified services
- [ ] Special commodities
- [ ] Notified products

16. The FTP 2015-20 was announced on ________

*Mark only one oval.*

- [ ] 1 April 2013
- [ ] 1 April 2014
- [ ] 1 April 2015
- [ ] 1 April 2016

17. For goods imported under ________ the export obligations of 6 times the duty saved is required to be met.

*Mark only one oval.*

- [ ] MEIS
- [ ] EPCG
- [ ] Status holders
- [ ] SEIS
18. In _______ status category the criteria for export performance is 25 million US $ during current year and previous 2 years.

Mark only one oval.

- One star EH
- Two star EH
- Three star EH
- Four star EH

19. _______ is mandatory for export and import from/to India as stated in foreign trade policy.

Mark only one oval.

- IEC
- EMp
- Single window
- e-BRC

20. _______ are specialized industrial parks that specialize in biotechnology.

Mark only one oval.

- STP
- BTP
- SEZ
- EHTP
21. There are about _____ EPC in India.

Mark only one oval.

☐ 28
☐ 38
☐ 48
☐ 58

22. ________ promotes the exports of marine products

Mark only one oval.

☐ ITPO
☐ FIEO
☐ MPEDA
☐ APEDA

23. ________ assists exporters in trade fairs and exhibitions.

Mark only one oval.

☐ EIC
☐ ICA
☐ IIP
☐ ITPO

24. ________ promotes the exports software exports

Mark only one oval.

☐ STP
☐ BTP
☐ SEZ
☐ EHTP
25. ________ scheme provides assistance to states for infrastructure development for exports.

*Mark only one oval.*

- [ ] IRMAC
- [ ] ASIDE
- [ ] ECGC
- [ ] MAI

26. In export marketing suppliers have to face _______ faced competition.

*Mark only one oval.*

- [ ] One
- [ ] Two
- [ ] Four
- [ ] Three

27. Which one of the following is not the documentation of export marketing _______

*Mark only one oval.*

- [ ] Shipping bill
- [ ] Consular invoice
- [ ] Certificate of origin
- [ ] Quotas
28. Microsoft is famous for ______.

*Mark only one oval.*

- [ ] Hardware
- [ ] Inventing computers
- [ ] Manufacturing electronics
- [ ] Software

29. Export generate high demand with large scale production such discount on bulk purchase is called ______.

*Mark only one oval.*

- [ ] Economic growth
- [ ] Higher standard of living
- [ ] Economies of large scale
- [ ] Optimum use of resources

30. ______ reduces or eliminate trade barriers on member nations, but they impose the trade barriers on non-members.

*Mark only one oval.*

- [ ] Trading blocs
- [ ] Foreign trade policy
- [ ] TRIPS
- [ ] Franchising
31. Specific duty, ad valorem duty, anti-dumping duty is a type of _____

Mark only one oval.

☐ Marketing mix
☐ Non-tariff barriers
☐ Foreign exchange regulations
☐ Tariff barriers

32. ________ means knowing more about customers, dealers and competitors in export marketing.

Mark only one oval.

☐ SWOT analysis
☐ SWOC analysis
☐ International marketing research
☐ Micro environment

33. When a fixed percent of value of a commodity is added as a tariff, it is known as ______

Mark only one oval.

☐ Combined duty
☐ Ad valorem duty
☐ Countervailing duty
☐ Seasonal duty
34. In ______ the member nations remove all trade barriers amongst them but each nation retains its own barriers on trade with non-members.

*Mark only one oval.*

- [ ] free trade area
- [ ] common market
- [ ] custom union
- [ ] preferential trade arrangement

35. ______ imposes common external barriers on non-members.

*Mark only one oval.*

- [ ] custom union
- [ ] free trade area
- [ ] common market
- [ ] preferential trade arrangement

36. The _________ was established on 8/8/1967.

*Mark only one oval.*

- [ ] SAARC
- [ ] ASEAN
- [ ] WTO
- [ ] NAFTA

37. ________ came into force on 1-1-1994.

*Mark only one oval.*

- [ ] SAARC
- [ ] ASEAN
- [ ] NAFTA
- [ ] EU
38. TRIPS, TRIMs, GATS and AOA are agreements of ________

Mark only one oval.

- WTO
- SAARC
- NAFTA
- ASEAN

39. ________ comes in prohibited item.

Mark only one oval.

- Notified services
- Chemical fertilizers
- Niger seeds
- Plants

40. MEIS is for ________

Mark only one oval.

- Notified services
- Special commodities
- Special markets
- Notified products

41. The FTP 2015-20 was announced on ________

Mark only one oval.

- 1 April 2014
- 1 April 2016
- 1 April 2015
- 1 April 2017
42. In ______ status category the criteria for export performance is 3 million US $ during current year and previous 2 years.

Mark only one oval.

- One star EH
- Two star EH
- Three star EH
- Four star EH

43. DGFT has put in place a robust ______ system for the purpose of export facilitation and good governance.

Mark only one oval.

- EMp
- e-BRC
- Single window
- IEC

44. For goods imported under ______ the export obligations of 6 times the duty saved is required to be met.

Mark only one oval.

- EPCG
- MEIS
- SEIS
- Status holders
45. An _________ zone is a specific geographic region in a country demarcated for setting up agriculture waste processing industries, mainly for export.

Mark only one oval.

☐ EHTP
☐ BTP
☐ AEZ
☐ STP

46. There are about _______ commodity boards in India.

Mark only one oval.

☐ 7
☐ 27
☐ 17
☐ 37

47. _______ promotes exports of agricultural products.

Mark only one oval.

☐ FIEO
☐ APEDA
☐ ITPO
☐ MPEDA

48. _______ is a major training institution for foreign trade course.

Mark only one oval.

☐ IIIFT
☐ ICA
☐ EIC
☐ IIP
49. _______ act as a publicity wing of government of India for trade fairs and exhibitions.

*Mark only one oval.*

- [ ] IIFT
- [ ] ITPO
- [ ] NCTI
- [ ] ICA

50. _______ allows Import of new and second-hand capital goods at concessional import duty.

*Mark only one oval.*

- [ ] MAI
- [ ] MDA
- [ ] EPCG scheme
- [ ] ECGC scheme

---

This content is neither created nor endorsed by Google.

**Google Forms**

https://docs.google.com/forms/d/1yLWKywn_Kn8Ns-cS6G3BHfMX0uXU7szrS1YtExbQhAM/edit