

[Time: 2½ Hours]

[ Marks:75]

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**.

1. Answer **any two** of the following: 15
  - a) What is Export marketing? Explain various features of export marketing
  - b) Discuss challenges of Export marketing in India
  - c) Explain the direction of India's exports since 2010
2. Answer **any two** of the following 15
  - a) Explain the implications of trading blocs.
  - b) Discuss the positive implications of WTO agreements on export marketing.
  - c) Describe the components of logistics in export marketing.
3. Answer **any two** of the following: 15
  - a) Explain the highlights of Foreign Trade Policy 2015-20
  - b) Describe the role of DGFT
  - c) Write a note on Negative List of Exports
4. Answer **any two** of the following: 15
  - a) Write a note on labelling.
  - b) Discuss various factors affecting export pricing
  - c) Calculate minimum FOB price from the following details. Also calculate foreign exchange that can be earned if exchange rate 1 US \$ = Rs 68

Particulars	Amounts (Rs.)
Ex. Factory cost	<del>2,90,00</del> 2,90,000
Packing cost	40,000
Transport cost	10,000
Profit contribution	10% of FOB Cost
Duty Drawback	10% of FOB Price
5. Answer the following: 15
  - a) State whether the following statements are **True or False**:
    - i) Penetration pricing strategy is used to capture large market share.
    - ii) Status holder enjoys special privileges from the government.
    - iii) India's services exports are dominated by software services.
    - iv) Ad Valorem duty is a type of non-tariff barriers
    - v) Indirect exporting does not involve the services of middlemen.



b) Give full form of the following:

- i) SAARC
- ii) WTO
- iii) TRIPs
- iv) NAFED
- v) OPEC

c) Match the following:

Group A	Group B
i) Two star Export Houses	a) Non. Tariff barrier
ii) BEP	b) Amazon.com
iii) Product standard	c) 25 us \$ Million
iv) Merchandise Exports	d) No profits, No loss
v) Export marketing though internet	e) Fuel and Lubricants
	f) ASEAN
	g) CIF quotation.