

Note: 1. All Questions are Compulsory

2. Figures to the right state the marks allotted to the questions.

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

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1. In export marketing the right marketing mix, includes _____
 - Product, price, place, and promotion
 - Product and price.
 - Promotion and place
 - Product and transportation
2. Cancellation of a valid import license in the buyer's country is considered as a _____
 - Political risk
 - Commercial risk
 - Intellectual property risk
 - Natural risk
3. _____ services exports from India is connected to tourists visiting the country.
 - Telecom
 - Travel
 - Software
 - Insurance
4. The GATS agreement was signed to open up the _____ sector.
 - Industrial
 - Services
 - Transportation
 - Merchandise
5. The objective of _____ trading bloc is to bring regional cooperation among south Asian countries.
 - NAFTA
 - SAARC
 - EU
 - DGFT
6. _____ duty is based on the physical characteristics of goods exported.
 - Ad valorem
 - Seasonal
 - Specific
 - Countervailing
7. The Service Exports from India Scheme (SEIS) under FTP 2025-20 is to
 - restrict service exports
 - promote all providers of notified services
 - increase tariffs on imported services
 - promote merchandise exports

8. _____ is responsible for regulating exports of goods on the negative list.
- DGFT
 - FICCI
 - Customs Department
 - Export Promotion Councils
9. In India, status holder exporters have the primary advantage of getting _____
- Increased export duties
 - Enhanced credibility and benefits
 - Restriction on exports
 - Ceiling on imports
10. Under the IRMAC scheme, _____ is imported in bulk to help registered small exporters.
- Finished goods
 - Raw materials
 - Machinery
 - Software
11. Export Promotion Councils are _____ organisations.
- Profit making
 - Non profit
 - Manufacturing
 - Non-government
12. The EPCG scheme allows exporters to import second hand _____ goods at concessional rates.
- Agricultural
 - Pharmaceutical
 - Primary
 - Capital

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

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1. Export Marketing involves marketing of goods and services within the country.
2. All commercial risks are covered by ECGC policies.
3. India's agricultural exports include rice, spices, and marine products.
4. Quota system is a type of tariff barrier.
5. The TRIPs agreement of WTO is related to foreign investments in India.
6. Overseas marketing research helps to identify consumer likes and needs.
7. Under FTP 2015-20, online filing of documents and paperless trade has helped export business.
8. RBI has the authority to impose restrictions on imports and exports in India.
9. STP is governed by the Ministry of Electronics and Information Technology.
10. The development of SEZs in states is enabled through the ASIDE scheme.
11. Trade fairs and exhibitions in India and abroad are organised by ITPO.
12. Letter of Undertaking allows export of goods without payment of IGST.

Q.2 Answer any two of the following.

- a) Explain the importance of exports for a firm.
- b) Describe the factors influencing export marketing.
- c) Discuss India's merchandise export since 2015.

15

Q.3 Answer any two of the following:

- a) Briefly state the types of non-tariff barriers in export trade.
- b) Explain the impact of regional economic groupings on export trade.
- c) Discuss the steps involved in overseas market selection process.

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Q4. Answer any two of the following:

- a) Explain the implications of Foreign Trade Policy 2015-20.
- b) Write a note on 'Deemed Exports'.
- c) Discuss the benefits received by EOUs in export trade.

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Q5. Answer any two of the following:

- a) Explain the market development assistance (MDA) given to Indian exporters.
- b) Discuss the assistance provided by IIFT to Indian exporters.
- c) Briefly explain the duty drawback scheme extended to exporters in India.

15

Q.6 Write short notes on any four of the following

- a) Distinguish between Export Marketing and Domestic Marketing
- b) Problems of India's Export sector
- c) NAFTA
- d) Directorate General of Foreign Trade (DGFT)
- e) Agriculture Export Zone (AEZs)
- f) Commodity Boards

20
