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47(6) EXMR 6.4

2013

EXPORT MARKETING

Paper : 6.4

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions

1. Give very short answers : 1×10=10
- (a) What do you mean by export trade ?
 - (b) Write full form of SEEPZ.
 - (c) State *any two* objectives of Export Promotion Councils.
 - (d) What are Free trade zones ?
 - (e) What is e-commerce ?

Contd.

Fill in the gaps.

- (f) A _____ is a document of title, (Receipt / Bill of Lading)
- (g) IMF was established in the year _____ (July 1944 / July 1954)
- (h) OGL stands for _____ (Open Global License / Open General License)

State whether true *or* false

- (i) Canalised item are those items which can be imported only through an agency authorised to import them.
- (j) The customer controls interaction in e-commerce.

2. Give short answers : (any five) $2 \times 5 = 10$

- (a) What do you mean by duty-drawback scheme ?
- (b) State *two* differences between domestic marketing and international marketing.

(c) What is ADS ?

- (d) What do you mean by pre-shipment credit ?
- (e) State *two* differences between clean bill of lading and dirty bill of lading.
- (f) State *two* differences between air transport and surface transport.
- (g) State *two* advantages of e-CRM.

Answer *any four*

$5 \times 4 = 20$

- (a) Briefly explain the consequences of poorly completed documentation in international trade.
- (b) Write short note of IMF
- (c) Briefly discuss the various components of logistics management.
- (d) Write in brief the need for export finance.
- (e) Write a brief note on institutional framework for export promotion in India.
- (f) What are the legal requirements that an exporter has to fulfill while entering into an export deal ?

4. Answer any five :

- (a) Write a note on the export incentives and facilities available to an exporter in India.

Or

What do you mean by commercial and regulatory documents? Briefly explain any three types of commercial documents used in export trade.

- (b) What is packing credit? Discuss the criteria, forms of security, amount of credit, rates of interest and cost covered under packing credit.

- (c) Define Commodity Board with examples. Discuss the various functions of Commodity Boards in India.

Or

Briefly discuss the decision areas of physical distribution in export marketing.

- (d) What do you mean by post-shipment credit? Why is it required? What are the various methods of applying for post-shipment credit?

Or

What do you mean by international trade disputes? Write in brief the mechanism used in settlement of international trade disputes.

- (e) What do you mean by terms of payment? Briefly explain the methods used in international marketing as terms of payment.

- (f) What do you mean by electronic processing of documents? Discuss its benefits and limitations.

- (g) Explain in brief the various types of risks involved in international marketing transactions.

Or

Write a note on the legal and ethical issues of e-commerce.