

- (d) Explain in brief the steps involved in import procedure. 8
- (e) Briefly discuss the decision areas of physical distribution in export marketing. 8

Or

What do you mean by international trade disputes? Explain in brief the mechanism used in settlement of international trade disputes. 2+6=8

- (f) Explain in brief *any three* types of risks involved in international marketing transaction. Also explain the mechanism for managing risk in international trade. 6+2=8

Or

What do you mean by terms of payment? Briefly explain the methods used in international marketing as terms of payment. 2+6=8

- (g) Write a brief note on institutional framework for export promotion in India. 8

Or

What is e-commerce? Explain in brief the legal and ethical issues of e-commerce. 2+6=8

Total number of printed pages-4

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2014

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 entrepot trade?
- (b) Write full forms of ECGS and EPZs.
- (c) Name *two* important Government Legislations governing international trade in India.
- (d) What is IEC (Importer-Exporter Code)?
- (e) When was SALT established?

Fill in the gaps :

- (f) EXIM Bank was established on _____.
(1st January 1982/1st July 1944)
- (g) All units of EPZs are eligible for tax holidays for _____ years. (5/4)

State whether true or false :

- (h) Coffee Board is a part of Commodity Board.
- (i) A bill of lading is not a document of title.
- (j) ADS-stands for American Documentation system.

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

- (a) State *two* differences between import trade and export trade.
- (b) Define FTZs.
- (c) State *two* advantages of water transport over road transport.
- (d) What is e-CRM ?
- (e) Name *two* EPZs located in India.
- (f) What is a Mate's Receipt ?
- (g) Define a letter of credit.

3. Answer *any four* : $5 \times 4 = 20$

- (a) Explain in brief the need for proper documentation in international trade.
- (b) Write a short note on Export Promotion Councils in India.

- (c) Briefly discuss the criteria for providing post-shipment credit.
- (d) State the advantages and disadvantages of e-marketing.
- (e) State the functions of C & F Agents.
- (f) Explain the e-commerce opportunities for industries.

4. Answer *any five* :

- (a) Discuss India's recent Foreign Trade Policy. 8

Or

- ✓ What do you mean by commercial and regulatory documents ? Briefly write about *any three* types of commercial documents used in export trade. 1+1+6=8

- ✓ (b) Discuss the role of Commodity Boards in promoting export finance. 8

Or

- Discuss the procedure of providing pre-shipment credit to exporters. 8

(c) Write short notes on the following : $4 \times 2 = 8$

- (i) Cash compensatory support
- (ii) Duty drawback scheme.