

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BA DEGREE EXAMINATION DECEMBER 2018
(Sixth Semester)

Branch – ECONOMICS

ELEMENTS OF EXPORT MARKETING

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Domestic Marketing.
- 2 Export Procedure.
- 3 Export incentives.
- 4 LERMS.
- 5 Foreign market.
- 6 Marketing.
- 7 Export cost.
- 8 Adaptation.
- 9 Distribution Logistics.
- 10 Warehousing.

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a State the scope of Export Marketing.
OR
- b Find the similarities between Domestic versus International marketing.
- 12 a Explain the importance of Shipping order.
OR
- b Bring out the preshipment procedures.
- 13 a What is duty drawback? How an exported can claim it?
OR
- b Write a short note on Product life cycle.
- 14 a Mention various prices generally quoted in international markets.
OR
- b State the methods of Export costing.
- 15 a Describe briefly the main channels of distribution in export marketing.
OR
- b State the reasons for need of warehousing in export marketing.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Discuss the factors determining export marketing.
- 17 Discuss the stages of Export Procedure.
- 18 Bring out the importance and functions of packaging.
- 19 Describe the factors determining export prices.
- 20 Discuss the factors that you would keep in mind while selecting international marketing channels for your product.