

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2019
(Fourth Semester)**

Branch - COSTUME DESIGN AND FASHION

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 What is export marketing?
- 2 What is Globalisation?
- 3 What is meant by export promotion?
- 4 Define special economic zone.
- 5 What is Market Segmentation?
- 6 What is distribution?
- 7 Write short notes on commercial documents.
- 8 What is an export order?
- 9 What is factoring.
- 10 What is forfeiting?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Briefly explain the Export barriers.
OR
b Discuss the prospects of Indian apparel in overseas market.
- 12 a Write a note on Special Economic Zone.
OR
b Write about the various institutions for export promotion.
- 13 a Write about the international distributional policy.
OR
b Discuss the different types of market Segmentation.
- 14 a What are the pre-shipment export documents? Explain.
OR
b Explain the procedure for customs clearance for import.
- 15 a Explain the international commercial payment methods.
OR
b Explain about the facility for export capability creation.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss about the benefits of globalisation.
- 17 Explain the various incentives and facilities available to exporters.
- 18 Write a detailed note on the international pricing policy.
- 19 How do you execute the export order? Explain.
- 20 Explain the functions of EXIM Bank.