

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BA DEGREE EXAMINATION MAY 2017
(Second Semester)
Branch- ECONOMICS
ELEMENTS OF EXPORTS MARKETING

Time : Three Hours *

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10x2 = 20)

- 1 Define export marketing.
- 2 What is meant by domestic marketing?
- 3 Explain the term Intellectual Property Rights.
- 4 State the meaning of central excise.
- 5 Define foreign market.
- 6 State the concept of labeling.
- 7 Write the meaning of export costing.
- 8- What do you mean by export pricing?
- 9 What is channel of distribution?
- 10 Mention a few disadvantages of air transport.

SECTION - B (25 Marks)

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Answer ALL Questions

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

- 11 a Bring out the scope of export marketing.
OR
b Point out the importance of export marketing.
- 12 a Explain the procedure involved in claiming of export incentives.
OR
b Give a short note on Society for Worldwide Inter Bank Financial Telecommunication (SWIFT).
- 13 a Explain the classifications of world markets.
OR
b Describe the concept of standardization.
- 14 a What are the various types of export costing? Explain.
OR
b State the basis of price quotations in the export.
- 15 a Explain the concept of channel strategy.
OR
b Highlight the issues involved in warehousing.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Narrate the difficulties involved in export marketing.
- 17 Discuss the stages of export procedures.
- 18 Examine the product life cycle in export marketing.
- 19 Analyse the factors determining export pricing.
- 20 Explain the factors influencing the selection of marketing channel with regard to export.