

**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)

**Define/Write the meaning for the following terms/Phrases:**

- 1 Export Marketing.
- 2 Domestic Marketing.
- 3 IPRS.
- 4 LERMS.
- 5 Product Planning.
- 6 Product Adaptation.
- 7 Export Costing.
- 8 Export Quotation.
- 9 Channels of Distribution.
- 10 Warehousing.

**SECTION - B (25 Marks)**

Answer ALL Questions

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

- 11 a Write down the importance of Export marketing.  
OR  
b Mention the factors determining Export marketing.
- 12 a Write down the proceeding of shipment of goods.  
OR  
b State about (SWIFT)
- 13 a Write down the importance of labelling and product packaging.  
OR  
b Mention the short listing of foreign market.
- 14 a What are the types of export costing?  
OR  
b Mention the role of price and non-price factors.
- 15 a State the factors affecting selection of marketing.  
OR  
b write down the issues in transportation.

**SECTION - C (30 Marks)**

Answer any THREE Questions

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

- 16 Explain the Difficulties in Export marketing.
- 17 What are the stages of Export procedure?
- 18 Describe the classifications of world market.
- 19 Narrate the methods of Export pricing.
- 20 Explain the various New techniques in International marketing.