

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

**BSc DEGREE EXAMINATION MAY 2024**  
(Fourth Semester)

Branch – **COSTUME DESIGN AND FASHION**

**EXPORT MARKETING AND DOCUMENTATION**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 \_\_\_\_\_ is a systematic process of developing and distributing goods and services in overseas markets.  
(i) Export marketing (ii) Export services  
(iii) Export system (iv) Export process
- 2 \_\_\_\_\_ is a type of exporting practiced by companies that sell products to other countries with the help of an intermediary.  
(i) Product exporting (ii) Direct exporting  
(iii) Indirect exporting (iv) Foreign exporting
- 3 \_\_\_\_\_ is a practice of setting the price of a product to equal the extra cost of producing an extra unit of output.  
(i) Trade-plus pricing (ii) Target-plus pricing  
(iii) Cost-plus pricing (iv) Marginal cost pricing
- 4 A document that contains a precise description of the goods is known as a \_\_\_\_\_.  
(i) Weight list (ii) Packing list  
(iii) Commercial invoice (iv) Certificate of origin
- 5 If a letter of credit can be neither cancelled nor modified without the consent of all parties, it is known as \_\_\_\_\_.  
(i) Revolving (ii) Irrevocable  
(iii) Revocable (iv) Unconfirmed

**SECTION - B (15 Marks)**

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a. What are the trade barriers of globalization?  
OR  
b. What is export in apparel industry?
- 7 a. What are the measures for export promotion?  
OR  
b. What are the methods of promotion?
- 8 a. What is Export Costing?  
OR  
b. What is segmenting and targeting markets?
- 9 a. What is pre-shipment documents?  
OR  
b. What is a commercial document?
- 10 a. Infer the concept of advance against duty drawbacks.  
OR  
b. Show the export shipping documentation process.

**Cont...**

**SECTION -C (30 Marks)**  
Answer any **Three** questions  
**ALL** questions carry **EQUAL** Marks (3 x 10 = 30)

- 11 What is globalization? Explain its features.
- 12 Summarize the benefits of Special Economic Zone.
- 13 Explain in detail about the International pricing policy.
- 14 Explain in short on International trade documents.
- 15 Explain the functions of EXIM Banks.

Z-Z-Z

END