

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Common to Branches - BUSINESS ADMINISTRATION/ BUSINESS
ADMINISTRATION(IS)/ BUSINESS ADMINISTRATION(RM)

EXPORT MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Which is the most important factor in export marketing?
(i) Foreign exchange regulation (ii) Labour law of exporting country
(iii) No. of products in a shipping consignment (iv) Distribution rules
2. When SEZ Act was passed?
(i) 2002 (ii) 2003 (iii) 2004 (iv) 2005
3. Which of the following risks are applicable to exporter?
(i) Foreign exchange rate
(ii) Political environment in importance country
(iii) Competition from other exporters
(iv) All of the above
4. Which of the following internal factors influence export marketing?
(i) High profit (ii) Favourable foreign trade policy
(iii) Stability in production and distribution (iv) All of the above
5. Which factors affect the export of a product?
(i) Custom formalities
(ii) Diverse languages, customs and traditions
(iii) Recession in the world
(iv) All of the above

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a Explain the reasons for going international.
OR
b Describe the export barriers.
7. a Summarize the role of SEZ in export.
OR
b Narrate the features of EXIM policy.
8. a Write note on marine insurance.
OR
b Explain about the promotion of exports.
9. a Explain the procedure for inspection.
OR
b Outline the documents required for shipment of cargo.
10. a Explain the objectives of FEMA.
OR
b Summarize the advantages of global mergers.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

11. a Discuss the export business environment.
OR
b Analyze the challenges faced by the exporters.
12. a Elaborate the international market entry strategies.
OR
b Classify the export incentives provided by Indian government.
13. a Discuss the export procedure.
OR
b Examine the export marketing channels.
14. a Enumerate the various documents required for export.
OR
b Classify the import documentation and its procedure.
15. a Discuss about the state trading.
OR
b Enumerate the global mergers and acquisition strategies.

Z-Z-Z

END