

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2025
(Fourth Semester)
Branch – **COSTUME DESIGN & FASHION**
EXPORT MARKETING AND DOCUMENTATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is export marketing primarily concerned with? a) Domestic trade policies b) Global trade of goods and services c) Local market distribution d) National tax regulations	K1	CO1
	2	Which of the following is a major prospect for Indian apparel in overseas markets? a) High labor costs b) Strong domestic competition c) Quality and cost competitiveness d) Limited raw material access	K2	CO1
2	3	What is a key objective of Export Promotion Measures? a) To increase import tariffs b) To provide tax incentives and benefits to exporters c) To limit export volumes d) To regulate local trade laws	K1	CO2
	4	Which organization plays a vital role in promoting exports in India? a) Local trade unions b) Import regulatory bodies c) SEZ (Special Economic Zone) d) Domestic labor associations	K2	CO2
3	5	Why is market segmentation important in international marketing? a) It reduces marketing costs b) It targets specific consumer needs and preferences c) It ensures uniform pricing d) It minimizes production efforts	K1	CO3
	6	Which policy determines the pricing of goods in international markets? a) Domestic policy b) Export policy c) International pricing policy d) Commercial trade policy	K2	CO3
4	7	Which document is essential for customs clearance in international trade? a) Invoice receipt b) Commercial invoice c) Employee contract d) Sales order	K1	CO4
	8	What is the primary purpose of pre-shipment export documents? a) To ensure compliance before shipment b) To track employee details c) To facilitate domestic transactions d) To adjust product pricing	K2	CO4

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5	9	Which financial institution provides funding for project and service exports? a) Commercial banks b) EXIM Bank c) Local government agencies d) Insurance companies	K1	CO5
	10	What does factoring help exporters achieve? a) Immediate cash flow by selling receivables b) Increase in production volume c) Reduction in labor costs d) Delay in payment cycles	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the importance and strategies of export marketing.	K2	CO1
	(OR)			
	11.b.	Outline the prospects of Indian apparel in the overseas market.		
2	12.a.	Identify the role of SEZs in export promotion.	K3	CO2
	(OR)			
	12.b.	Develop the functions of promotional organizations in export marketing.		
3	13.a.	Identify the market segmentation and targeting in international marketing.	K3	CO3
	(OR)			
	13.b.	Organize the impact of international pricing policies on exports.		
4	14.a.	Analyze the key documents in international trade.	K4	CO4
	(OR)			
	14.b.	Examine the process of customs clearance for import.		
5	15.a.	Categorize the various methods of export financing.	K4	CO5
	(OR)			
	15.b.	Inspect the importance of factoring and forfaiting in export financing.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the barriers of export marketing.	K4	CO1
2	17	Explain the benefits of export incentives and facilitating schemes.	K4	CO2
3	18	Discuss on international product policies and distribution strategies.	K4	CO3
4	19	Explain the various regulatory documents involved in international trade.	K5	CO4
5	20	Elaborate the role of EXIM Bank in foreign trade financing.	K5	CO5

Z-Z-Z

END