

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

**BSc DEGREE EXAMINATION DECEMBER 2025**  
(Fourth Semester)

Branch- **COSTUME DESIGN AND FASHION**

**EXPORT MARKETING & 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	influences the success of Indian apparel in the global market. a) High labor costs      b) Competitive pricing and quality c) Lack of innovation    d) Limited export channels	K1	CO1
	2	Impact of globalization on apparel export industry _____ a) Limited global competition b) Increased market access and competition c) Decreased demand for textile products d) Reduced international trade policies	K2	CO1
2	3	A major benefit of establishing a Special Economic Zone is _____. a) Increased domestic competition b) Exemption from certain taxes and duties c) Limited access to foreign markets d) Higher import taxes	K1	CO2
	4	Special Economic Zones (SEZ) contribute to export promotion _____. a) By reducing the cost of imports b) By encouraging foreign investments and boosting exports c) By increasing domestic manufacturing costs d) By restricting international trade	K2	CO2
3	5	_____ is a key element of international marketing. a) Local market preferences b) Domestic pricing policies c) Understanding global market trends d) Ignoring international competition	K1	CO3
	6	International market segmentation is important for marketers _____. a) To reduce the overall cost of marketing b) To customize marketing strategies based on regional needs and preferences c) To target only one global market d) To avoid international market penetration	K2	CO3
4	7	_____ is a standard document required for export clearance. a) Passport      b) Export Invoice c) Business License    d) Social Security Number	K1	CO4
	8	The purpose of pre-shipment export documents is _____. a) To ensure timely payment for the goods exported b) To confirm that goods comply with international regulations c) To expedite the clearance of imported goods d) To establish domestic shipping routes	K2	CO4
5	9	A letter of credit (LC) in international trade is used for _____. a) Guarantees payment to the exporter upon shipment b) Reduces the cost of goods exported c) Increases the risk for both importer and exporter d) Does not require any documentation	K1	CO5

Cont....

	10	In what way Letter of Credit (LC) protect both the importer and exporter? a) It ensures that the goods will be delivered without risk of damage b) It guarantees that the payment will be made if conditions are met c) It reduces the need for a third-party inspection d) It eliminates the need for legal contracts	K2	CO5
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**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks  $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	CO
1	11.a.	What are the key factors driving the global demand for apparel?  (OR)	K2	CO1
	11.b.	Define export marketing and explain its importance.		
2	12.a.	What are the advantages of export promotion measures and incentives to Indian exporters?  (OR)	K3	CO2
	12.b.	How can an Indian apparel manufacturer benefit from government incentives and export promotion schemes?		
3	13.a.	Enumerate international product, pricing, and distribution strategies to successfully penetrate foreign markets.  (OR)	K3	CO3
	13.b	Apply and state the international pricing policy to the export of apparel from India.		
4	14.a.	Analyse the challenges faced by exporters in managing international trade documents and regulatory requirements.  (OR)	K4	CO4
	14.b.	How can exporters mitigate the issues to ensure timely delivery? Explain.		
5	15.a.	Analyze the role of export finance from commercial banks.  (OR)	K4	CO5
	15.b.	Discuss the advantages and disadvantages of factoring and forfaiting as financing options for exporters.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks  $(3 \times 10 = 30)$ 

Module No.	Question No.	Question	K Level	CO
1	16	Evaluate the effectiveness of globalization in creating both opportunities and challenges for Indian apparel exporters.	K6	CO1
2	17	Discuss the long-term impact of SEZs on India's export growth and economic development.	K5	CO2
3	18	Develop a comprehensive international product policy for Indian apparel exporters, considering the factors influencing product standardization and adaptation in global markets.	K5	CO3
4	19	Analyze the key types of international trade documents required for an export transaction. How do commercial and regulatory documents differ in their roles?	K4	CO4
5	20	Evaluate the different financial instruments offered by commercial banks for export finance?	K4	CO5