23CDU421N

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2026
(Fourth Semester)

Branch- **COSTUME DESIGN & 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	_______ is one of the largest markets for Indian apparel exports. a) China b) United States c) Australia d) Japan	K1	CO1
	2	How can Indian apparel companies improve their competitive edge in the global market? a) By focusing on low-cost manufacturing alone b) By emphasizing on quality, sustainability, and design innovation c) By avoiding international collaborations d) By reducing their focus on branding	K2	CO1
2	3	____ is NOT a benefit of Special Economic Zones (SEZ) a) Tax incentives b) Enhanced infrastructure c) Restrictions on foreign investments d) Simplified customs procedures	K1	CO2
	4	The main goal of setting up Export Promotion Zones is _____. a) To increase the cost of exports b) To promote the manufacturing of goods solely for local markets c) To encourage the export of goods by providing favorable conditions d) To discourage international trade	K2	CO2
3	5	______ is a critical component of international marketing. a) Homogeneous consumer preferences across all markets b) Understanding and adapting to cultural differences c) Ignoring local regulations and laws d) Focusing on one standard pricing model globally	K1	CO3
	6	International marketers to adopt an appropriate pricing policy ____ a) To ensure that the product is sold at the same price everywhere b) To reflect local market conditions, such as purchasing power and competition c) To increase manufacturing costs d) To discourage consumer demand	K2	CO3
4	7	_____document is issued as proof of ownership of the goods in international trade. a) Bill of Lading b) Export Invoice c) Certificate of Origin d) Letter of Credit	K1	CO4
	8	8)How does the Bill of Lading function in international trade? a) It acts as a receipt for goods and a contract for carriage b) It acts as a proof of payment for the exporter c) It serves as a confirmation of the buyer's creditworthiness d) It is used to determine the value of the goods being traded	K2	CO4
5	9	The primary benefit of using a Letter of Credit (LC) in international trade _____. a) Provides assurance of payment if the buyer defaults b) Eliminates the need for customs clearance c) Reduces the shipping time d) Reduces the production costs of goods	K1	CO5
	10	Commercial banks play in the letter of credit process _______. a) They decide the terms of shipment b) They act as intermediaries to ensure payment from the importer to the exporter c) They handle the exporter's marketing and distribution d) They issue the goods to the importer	K2	CO5

Cont…

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.	How can Indian apparel exporters adapt their marketing strategies to meet the demand in overseas markets?	K3	
		(OR)		
	11.b.	Explain the process involved in identifying and select target markets by the Indian apparel in the global market.		
2	12.a.	Apply Indian apparel exporters utilize the infrastructure and incentives provided by Special Economic Zones.	K3	CO2
		(OR)		
	12.b.	Design a detailed plan for a new apparel exporter setting up in an SEZ to optimize benefits.		
3	13.a.	Analyze the influence of currency fluctuations and local taxation affect pricing strategies.	K4	CO3
		(OR)		
	13.b.	Classify the challenges Indian apparel exporters face in selecting appropriate distribution channels for global markets.		
4	14.a.	How does exporters overcome challenges faced to expedite the movement of goods across borders give some example.?	K4	CO4
		(OR)		
	14.b.	Narrate the common issues in dealing with complex international trade procedures, such as discrepancies in shipping documents or regulatory non-compliance.		
5	15.a.	Discuss how various financial instruments can be used strategically to reduce financial risks and improve cash flow.	K5	CO5
		(OR)		
	15.b.	Design a solution for an Indian apparel exporter facing delayed payments from international buyers in Europe and the US.		

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	Synthesize a detailed action plan to overcome the barriers that Indian apparel exporters face in entering highly competitive global markets.	K5	CO1
2	17	Develop an action plan for utilizing the incentives and facilities available to Indian exporters. Critically assess the potential impact of these incentives on the sustainability and scalability of Indian exports.	K5	CO2
3	18	Analyze the importance of market segmentation and targeting in international marketing.	K4	CO3
4	19	Explain the steps involved in the execution of an export order from an Indian exporter's perspective.	K4	CO4
5	20	Discuss the importance of the Letter of Credit (LC) in mitigating risk in international trade. How does it protect both the exporter and the importer?	K5	CO5

Z-Z-Z END