

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BA DEGREE EXAMINATION MAY 2018
(Second Semester)

Branch- ECONOMICS

ELEMENTS OF EXPORT MARKETING

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 International marketing,
- 2 Two features of international marketing.
- 3 Customs invoice.
- 4 SWIFT.
- 5 Two objectives of sound export packing.
- 6 Product life cycle.
- 7 Export costing.
- 8 Price quotations.
- 9 Distribution logistics.
- 10 Importance of export channel decisions.

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Distinguish between domestic and international marketing.
OR
b How do cultural, economic and political factors affect the environment for international marketing?
- 12 a Write a short note on shipment of goods and its procedure.
OR
b Explain 'Intellectual property rights'.
- 13 a How will you short list the possible markets for your products?
OR
b Write a short note on product planning for exports.
- 14 a What are the factors that influence export costing?
OR
b Explain the role of price and non-price factors in international marketing.
- 15 a What are the factors affecting the selection of marketing channel?
OR
b Discuss the problems involved in warehousing.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Analyze the importance of international marketing.
- 17 Explain the various stages involved in the processing of an export order.
- 18 Discuss the protection and promotional aspects of packaging for international markets.
- T9 Discuss the merits and demerits of various methods of pricing.
- 20 Describe the main channels of distribution used in export markets.