

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2017
(Fourth Semester)

U-CSU

Branch- **COSTUME DESIGN & FASHION****EXPORT MARKETING**

Time : Three Hours

Maximum : 7\$ Marks

SECTION-A (20 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** marks (10 x2 = 20)

- 1 What is meant by export marketing?
- 2 Define Globalization.
- 3 Mention any two advisory bodies of Export promotion.
- 4 What do you mean by export promotion?
- 5 Define international market segments.
- 6 Write a note on International pricing policy.
- 7 Define pre-shipment export documents.
- 8 Mention any two commercial documents of International Trade.
- 9 What is meant by letter of credit?
- 10 What is factoring?

SECTION - B (25 Marks)Answer **ALL** Questions**ALL** Questions Carry **EQUAL** Marks (5 x5 =25)

- 11 a How is the role of developing countries in global trade changing?
OR
b Explain the challenge of global markets in India.
- 12 a What are the benefits and limitations of advisory bodies in India?
OR
b Why SEZ's are required?
- 13 a Define market segmentation. What is its significance?
OR
b What are the factors that affects pricing decisions for export markets?
- 14 a How can you classify international trade documents? .
OR
b What are the different stages of export order processing in India?
- 15 a What are the functions of EXIM banks?
OR
b What is letter of credit? Write down its advantages.

SECTION - C (30 Marks)Answer any **THREE** Questions**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 What problems do transition countries face as they join in global trade? Explain.
- 17 **What are the organizational setup which promotes export?** Explain.
- 18 What kinds of customers are effectively marketed to with international marketing?
- 19 What are the documents required for import customs clearance? Explain.
- 20 What are the reasons for framing international joint venture? Also explain Anri c fr>r international inint ventures?