

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

(Fourth Semester)

Branch T C^TUM DESIG^^ FASHION p;

EXPORT MARKETING

Time : Three Hours

Maximum: 75 Marks

.., SECTION-A(20MarksV.

Answer 'ALL j^ue9ti6ibisr-■ :

ALL questions cany EQUAL marks (10x2 = 20)

Write short notes :

1 What is meant fey Export Marketing? "

2 What is^ marketing of apparels? "

4 .

S'- State the meaning of Product Policy.

6 What is Sample? ; , . .

7 What is Export Inyoice?

8 What is shipping bill?

9; What is project finance?

10 What is Joint Venture?

SECTION-BY2S Marks)

Answer* ALL Questions y

x 5 r= 25)

11 a Write a note about Export Barriers.

b Write about Export Marketing of apparel.

12 a

OR

; ' . - v . ;

" b Commodity boards services are inevitable - Do you agree ~ Discuss.

13 a Explain in detail about International Product Policy.

■ ■ v ' v - : : ; OR , ' V . -

b Pricing policy is critical inIntemational Marketing-Why ? Give reasons

'14.; a., Enumerate the steps in execution of export.Orders,

V - O R . V - V - - -

b

"15 a

b

•y :- " SECTION - 0(30Marks!

Answer any TBREE Questions

:.yvy:v v

ALL Questions Carry EQUAJLMarks (3 x IQ =?,30)

1 6 - Explain the impact of globalisation in the ^jqport M^dceting.

1 7

1 8

1 9

2 0 Elucidate the role of EXIM Banks in foreign trade.,