

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – **COSTUME DESIGN & FASHION**

EXPORT MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Entry barriers for a company to enter an industry can occur due to:
 - (i) Switching costs
 - (ii) Product differentiation
 - (iii) Economic of scale
 - (iv) Technology development
2. Growth with stability in global trade of india is:
 - (i) Future of the policy
 - (ii) Schemes of the policy
 - (iii) Objectives of the policy
 - (iv) Aims of the policy
3. The special economic zones policy supported by the _____.
 - (i) SEZ Act
 - (ii) SEBI Act
 - (iii) RBI Act
 - (iv) FERA Act
4. The export quality control and inspection Act is:
 - (i) 1961
 - (ii) 1963
 - (iii) 1965
 - (iv) 1967
5. Which of the following factors is not the cause for market failure?
 - (i) Asymmetric information
 - (ii) Public goods
 - (iii) Externality
 - (iv) Lack of demand
6. Which is not a characteristics of international marketing.
 - (i) it is a sub-part of marketing
 - (ii) It is a multinational process
 - (iii) It is concerned with home nation
 - (iv) It is a part of overall business activity
7. Mate's receipt is issued by:
 - (i) Captain
 - (ii) Assistant captain
 - (iii) Billing authority
 - (iv) Vehicle owner
8. Commercial invoice is the _____.
 - (i) Submission document
 - (ii) Preparation document
 - (iii) Financial document
 - (iv) None of these
9. The seller receives a part of the payment in cash and test in products under the agreement of:
 - (i) Counter purchase method
 - (ii) Buyback method
 - (iii) Offset method
 - (iv) Compensation deal
10. EXIM can be described as a _____.
 - (i) Non-banking financial company
 - (ii) Commercial bank
 - (iii) Scheduled bank
 - (iv) Non-banking non-financial company

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

11. a) Bring out the methods of export marketing.
(or)
b) Describe the barriers of export marketing.
12. a) Develop the benefits of special economic zone.
(or)
b) Explain the types of export incentives.
13. a) Narrate the Indian trade promotional organization.
(or)
b) Show the factors affecting the international pricing decisions.
14. a) Produce the regulatory documents in export.
(or)
b) State the importance of commercial invoice.
15. a) Outline the letter of credit and state its advantages.
(or)
b) Comparison between factoring and forfaiting.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

16. Distinguish between domestic market and international market.
17. Elucidate the benefits of export promotion.
18. Identify the instruments used of international distribution policy.
19. Classify the various types of export documentations.
20. Infer the EXIM bank and point out its function.

Z-Z-Z

END