

Exam Date & Time: 28-Sep-2020 (10:00 AM - 01:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

BBA DEGREE EXAMINATION MAY 2020
(Sixth Semester)

**Common to Branches - BUSINESS ADMINISTRATION /
BUSINESS ADMINISTRATION (INFORMATION SYSTEM) /
BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

EXPORT MARKETING [14MSU27]

Marks: 75

Duration: 210 mins.

SECTION A

Answer all the questions.

- 1) Define export marketing. (2)
- 2) What is mean by export barriers? (2)
- 3) Expand EOU and SEZ. (2)
- 4) State the meaning of export policy. (2)
- 5) Define export procedure. (2)
- 6) Write a note on transportation. (2)
- 7) What is import documentation? (2)
- 8) Write the meaning of preshipment inspection. (2)
- 9) Define state trading. (2)
- 10) What is FEMA? (2)

SECTION B

Answer all the questions.

- 11) State the principles of GATT. (5)
- a) [OR] Distinguish between domestic and international marketing. (5)

- b)
12) Explain the institutional infrastructure for exports. (5)
- a)
[OR] Classify the concept of export assistances. (5)
b)
- 13) List out the objectives of product planning. (5)
- a)
[OR] Bring out the need of export promotion. (5)
b)
- 14) What are the documentation required for exports? (5)
- a)
[OR] State the concept of preshipment inspection. (5)
b)
- 15) Bring out the features of FEMA. (5)
- a)
[OR] What are the importance of merge and acquisition process? (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Describe the functions of GATT. (10)
- 17) Explain what are the important documents required for import policy. (10)
- 18) List out the elements of product planning. Explain it in detail. (10)
- 19) What are the documents required for shipping? Explain. (10)
- 20) Classify the significance of merger and acquisition. (10)

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