

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BA DEGREE EXAMINATION DECEMBER 2019
(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 Domestic Marketing.
- 2 Intellectual Property Rights.
- 3 Duty Draw Back.
- 4 LERMS.
- 5 Product Adoption.
- 6 Export Pricing.
- 7 Ware housing.
- 8 Negotiations.
- 9 Sales Procedure.
- 10 Product Life Cycle.

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Give the importance of Export Marketing.
OR
b Trace the motivations for Export Marketing.
- 12 a Write a note on SWIFT.
OR
b Describe the stages of Export Procedure.
- 13 a Why product planning is important in Export Marketing?
OR
b Enumerate the steps involved in the developing of new product.
- 14 a List out the objectives of export pricing.
OR
b What are the special costs involved in Export Marketing?
- 15 a State the importance of ware housing in Export Marketing.
OR
b Trace the new techniques in International Marketing.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Describe the factors determining Export Marketing.
- 17 Discuss the procedures involved in obtaining the duty draw back from central customs department.
- 18 Analyse the importance and functions of packaging.
- 19 Explain the factors determining Export Marketing.