



MC-3564

Third Year B. B. A. (Sem. VI) Examination
October/November – 2013
Export Management
(New Course)

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशक निशानोंवाणी विगतो उत्तरवही पर अवश्य कर्षवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	
Third Year B. B. A. (Sem. 6)	
Name of the Subject :	
Export Management (NEW COURSE)	
Subject Code No. : 3 5 6 4	Section No. (1, 2,.....) : Nil
	Student's Signature

- (2) All questions are **compulsory**.
(3) Figures to the **right** indicate full marks to the question.
(4) Answer to the point.
(5) Provide examples where **necessary**.

1 Answer in brief : (any **seven**)

14

- (a) What is transfer pricing ?
(b) What is proforma invoice ? Give its significance.
(c) What are the advantages of worldwide brand ?
(d) What is Duty Drawback ?
(e) State any four differences between domestic and international marketing.
(f) How is liberal government policy a driver of international business ?
(g) List the types of intermediaries in international business.
(h) What are the types of Trade Fairs ?

2 (a) What is meant by non-tariff barriers ? Explain their types.

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(b) What are the drivers of international business ?

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OR

2 (a) Which are the organizations set up by government for the help of exporters ?

7

MC-3564]

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[Contd...

- (b) What are the decisions involved in international business ? 7
- 3 (a) Explain the factors affecting FDI. 7
(b) Write a note on Post-shipment finance. 7
- OR**
- 3 (a) Write a note on FDI trend in India. 7
(b) Explain 'ECGC policies'. 7
- 4 (a) Explain the 'Shipment' stage of export procedure. 10
(b) Explain any one method of pricing. 4
- OR**
- 4 (a) Write a note on : 10
(i) Bill of Lading
(ii) Shipping bill.
(b) What are the advantages of Trade Fairs ? 4
- 5 (a) Discuss IMC decisions. 9
(b) Write a note on Communication Mix. 5
- OR**
- 5 (a) Explain the objectives of export pricing. 7
(b) Discuss the role of packaging and labelling. 7
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