

S.No. 1229

P 16 MCE 3 A

(For candidates admitted from 2016–2017 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2022.

Commerce – Elective

EXPORT MARKETING

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. What is Export Marketing?
2. Who is called as Exporter?
3. What is Quality Control?
4. What is Export Pricing?
5. What is Bill of Lading?
6. What is Letter of credit?
7. What is EXIM Policy?
8. What is Export Promotion Council?
9. What is ECGC policy?
10. What is Export Promotion Agency?

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b) in each.

11. (a) Explain the scope of Export Marketing.

Or

- (b) Differences between Internal Trade and International Trade.

12. (a) Mention the sources of market information in export marketing.

Or

- (b) Discuss the objectives of Export Pricing.

13. (a) Explain the Shipment Procedure related to Export.

Or

- (b) Enumerate the Documents related to Export.

14. (a) Analyse different types of Export Promotion incentives in India.

Or

- (b) Describe the Role of Export Promotion Council.

15. (a) Briefly explain about Institutions involved in export finance.

Or

- (b) List out the Functions of Commodity Board

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. List out the objectives of Export Marketing.

17. Explain the Functions of Export Marketing.

18. Briefly explain various Commercial documents used in Export.

19. Briefly explain various Export Promotion Organizations in India.

20. Describe the organization and functions of EXIM Bank.