S.No. 8279 P 16 MCE 3 A

(For candidates admitted from 2016–2021 Batch)

M.Com. DEGREE EXAMINATION, NOVEMBER 2023.

Commerce — Elective

EXPORT MARKETING

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. What do you mean by internal trade?

2. Who are called as exporters?

3. Why is export pricing important?

4. List down any four sources of market information.

5. What is ISO certification?

6. Why does an exporter need letter of credit?

7. What is the role of export house?

8. What are the incentives on exports?

9. What are the benefits of commodity boards?

10. What is STC?

PART B — (5 × 5 = 25)

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

11. (a) Write down the scope of export marketing.

Or

(b) Discuss the need of export marketing.

12. (a) Discuss the importance of export pricing.

Or

(b) How do you set pricing for export? Explain.

13. (a) What are the steps involved in export? Explain.

Or

(b) Discuss the Shipment Procedure related to Export.

14. (a) List down the regulation of export trade.

Or

(b) Explain the advantages of trading house.

15. (a) Write short notes on :

(i) EPC

(ii) ECGC.

Or

(b) What are the functions of Commodity Board? Explain.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Define : 'Export Marketing'. Explain the importance of export trade.

17. Describe the functions of export marketing.

18. What are the documents required for Exporting? Explain.

19. Explain about the principal functional divisions engaged in export promotion activities.

20. Write down the functions of EXIM bank.