18. (a) What are the challenges faced by export oriented companies in the Indian service sector?

Or

(b) State the growth of advisory services in India's export.

19. (a) Demonstrate the utility of marginal cost approach in international pricing decisions.

Or

(b) Discuss the ways and means of overcoming exchange rate fluctuations

20. (a) Summarize the role of Indian Institute of Packaging.

Or

(b) Outline the functions of ITPO.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

21. Evaluate the role of exports in India's economic development.

22. Assess the objectives of export planning.

23. Examine the role and functions of EXIM bank in India's exports.

24. Discuss the pros and cons of various pricing strategies adopted by exporters.

25. Evaluate the performance of India's export sector since the economic reforms in 1990.

———————

S.No. 9030 **P 22 MBA NME 2**

(For candidates admitted from 2022–2023 onwards)

P.G. DEGREE EXAMINATION, NOVEMBER 2023

Business Administration – Non Major Elective

EXPORT MANAGEMENT

Time : Three hours Maximum : 75 marks

SECTION — A (20 marks)

Answer ALL questions.

I (A) Multiple choice question (5 × 1 = 5)

1. Which one of the following can be categorized as the principal export item for India in 2021-22?

(a) Statues

(b) Precious Grass

(c) Toys

(d) Oil and Petroleum products

2. Which managerial skill is vital for overseeing and adjusting the various elements of an export plan to meet objectives?

(a) Product planning

(b) Organization

(c) Management control

(d) Designing products for exports

3. Which international organization is responsible fin regulating trade in goods and services?

(a) EXIM bank (b) World Bank

(c) WTO (d) UNO

4. What do companies use to hedge against fluctuations in exchange rates when involved in international trade?

(a) Export pricing

(b) Forward contracts

(c) Export contract

(d) Export quotation

5. Which one of the following is not a commodity board?

(a) Tea board (b) Coffee board

(c) Tobacco board (d) Steel board

(B) Fill in the blanks : (5 × 1 = 5)

6. The———— of exports in a country reveals the variety of goods being sent to international markers.

7. Effective———— is crucial for achieving export planning objectives.

8. Software and IT enabled services are examples of ———— that have had a significant impact on global trade.

9. ________ is the process of determining the appropriate price for goods or services to be sold in international markets.

10. To facilitate export activities. ________ serve as dedicated zones with infrastructure and facilities for manufacturing and exporting.

II. Descriptive questions (5 × 2 = 10)

11. State the need for exports.

12. Define creativity.

13. What are the advantages in pricing service products?

14. List the main feature of cost – plus pricing method?

15. Outline the role of ICA in India' s trade.

SECTION B — (5 × 5 = 25)

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

16. (a) Suggest ways through which India can enhance its export.

Or

(b) India's dependence on Crude oil imports for its energy requirement is a matter of concern — Justify.

17. (a) Infer the need for management control in export product planning.

Or

(b) Interpret the benefits of building a strong team in the context of exports.