

Total number of printed pages-4

47 (6) BBA-6.4

2023

EXPORT MARKETING

Paper : 6.4

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer in short : 1×5=5
 - (a) Write the full form of SEEPZ.
 - (b) What is IEC ?
 - (c) What is eCRM ?
 - (d) State two objectives of Export Promotion Councils.
 - (e) What is a bill of lading ?

Contd.

2. State whether the following statements are True **or** false : $1 \times 5 = 5$

(a) EXIM Bank was established on 1st January 1982.

(b) IEC stands for importer-exporter code.

(c) OGL stands for open global licence.

(d) A bill of lading is a document of title.

(e) All units of EPZs are eligible for a tax holiday for 5 years.

3. Answer in short : $2 \times 5 = 10$

(a) State *two* demerits of eCRM.

(b) Name *two* EPZs located in India.

(c) What is duty drawback scheme ?

(d) What is post-shipment credit ?

(e) State *two* functions of IMF.

4. Answer **any four** from the following questions : $5 \times 4 = 20$

(a) State the differences between domestic marketing and international marketing.

(b) Briefly discuss the various financial guarantees offered by ECGC.

- (c) Distinguish between export trade and import trade.
- (d) Briefly discuss the various components of logistics management.
- (e) What are the export incentives available to an exporter ? Discuss.

5. Answer **any five** from the following questions : 8×5=40

- (a) Write a note on the Foreign Trade Policy of India after 2015.
- (b) Discuss the steps involved in export procedure.
- (c) Discuss about **any four** types of commercial documents used in export trade.
- (d) What do you mean by Commodity Board ? Discuss with examples.

2+6=8

- (e) What do you mean by International Trade disputes ? Write about the mechanism used in the settlement of International Trade disputes. 2+6=8

(f) Write a note on legal and ethical issues of e-commerce.

(g) What is consular invoice ? Why do you think consular invoice is important ?

2+6=8