

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2124)

1868

MBA 3rd Semester Examination
Export Management & Documentation (NS)

IB-03

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION - A

Attempt all questions.

1. Define exports.
2. What are the benefits of exports?
3. How to choose a product for export?
4. Explain export marketing.
5. Export pricing.
6. Selection of an agent.
7. Opening of a bank account.
8. Export documentation.
9. Form of ownership.
10. Distribution channel.

(2×10=20)

[P.T.O.]

SECTION - B

Attempt any four questions. All carry equal marks.

11. Explain the important INCOTERMS.
12. What are the recent trends in India's export?
13. How to select a product for manufacturing and export?
14. What are the terms of payment in exports?
15. What is the role of export import bank of India?
16. What are the financial facilities provided to exporters?
(4×5=20)

SECTION - C

Attempt any two questions. All carry ten marks.

17. How to select the export markets? What are the criteria for grouping of countries?
 18. Explain the different export documents which are used for exports.
 19. What do you understand by export marketing? Explain the process of export marketing. How the four Ps of marketing are applicable in export marketing?
 20. Explain the role of important organisations to promote the Indian exports.
(2×10=20)
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