

Register No.:

**633**

**April 2024**

*Time – Three hours*  
(Maximum Marks: 100)

- [N.B. 1. Answer all questions under Part-A. Each question carries 3 marks.  
2. Answer all the questions either (A) or (B) in Part-B. Each question carries 14 marks.]

PART – A

1. What is export marketing?
2. What is meant by WTO?
3. What is AEPC?
4. What are the risks in direct exporting?
5. What is franco pricing?
6. What is the role of Exim bank?
7. How will you identify foreign agent?
8. What is chamber of commerce?
9. What is buying house?
10. What is window dressing?

[Turn over.....

PART – B

11. (a) Discuss about the relevant factors influencing the value of a country's export and import trade.

(Or)

- (b) Explain about the current EXIM policy in India.

12. (a) Explain the role of ministry of commerce for export promotion in India.

(Or)

- (b) Explain the role of TEXPROCIL and PDEXCIL for export promotion in India.

13. (a) Explain the different quotations of prices used in foreign trade.

(Or)

- (b) Explain about post- shipment payment method in export marketing.

14. (a) Explain about commercial invoice in export documents.

(Or)

- (b) Explain the importance of marine insurance in export documents.

15. (a) Explain the relationship between merchandisers and sampling section in the apparel industry.

(Or)

- (b) Explain the different types of window display in visual merchandising.

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