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QUESTION BANK

Title of the Paper

EXPORT MARKETING

Course: II M.Com.,
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ELECTIVE COURSE- III

EXPORT MARKETING

UNIT – I

Export Marketing – Introduction- Meaning – objectives – scope- Need and importance of export trade- distinction between internal trade and international trade – problems faced by exporters

UNIT – II

Features and Functions of Exporting Marketing- Sources of market information- Product planning- Quality control – Export pricing – Export marketing channels – Strategy formulation.

UNIT – III

Steps involved in export- Confirmation of order- Production of goods – Shipment – Negotiation – document used for export – Commercial document – Regulatory documents – ISO certificate.

UNIT – IV

Export Policy and Promotion – EXIM policy – Regulations of export trade – Organization for promoting export – incentives and assistance – Export Houses – Trading Houses.

UNIT – V

Institutions engaged in financing export – ECGC – EXIM bank – Organizations promoting export – Commodity Board – EPC – STC –MMTC.



UNIT – I

CHOOSE THE CORRECT ANSWER

1. India's foreign trade launched in the year
 - a. June 1992
 - b. July 1991
 - c. April 1993
 - d. July 1995

2. Export marketing has many options for doing business
 - a. Exporting goods and services
 - b. Giving license to produce goods in the host country
 - c. Starting a joint venture with a company
 - d. All of the above.

3. International business is growing in size
 - a. Volume wise
 - b. Money wise
 - c. Both a and b
 - d. Only b

4. How can exports be improved?
 - a. Make exporting a part of your overall business strategy
 - b. Carefully assess each of the markets you are considering entering into
 - c. Do your research
 - d. All of the above

5. A direct agreement between an importing country's government and a foreign exporting industry to restrain the rapid growth of exports of specific manufactured goods.
 - a. Voluntary export restraint
 - b. Licensing
 - c. Administered protection
 - d. None of these

6. The first step in international business theory was framed by
 - a. Adam Smith
 - b. David Ricardo
 - c. Harold Koontz
 - d. Henry Fayol

7. The quotas which combine the features of tariffs and quotas are
 - a. Tariff quotas
 - b. Voluntary quotas
 - c. Absolute quotas
 - d. Quotas

8. The macro aspects of any business environment are
 - a. Economic and technological
 - b. Social and cultural
 - c. Political and legal
 - d. All of the above
9. The special problems of export marketing
 - a. Transportation risk and perils in the sea
 - b. Political and commercial risks
 - c. Lengthy and complicated customs formalities
 - d. All of the above
10. The World Trade Organization was established in
 - a. 1 January 1996
 - b. 1 January 1997
 - c. 1 January 1995
 - d. 1 January 1999

Answers : 1.b 2.d 3.c 4.d 5.a 6.a 7.a 8.d 9.d 10.c

SHORT QUESTIONS (2 MARKS)

11. Define export marketing
12. What you mean by FDI?
13. What is domestic trade?
14. What are trade barriers?
15. What is import?
16. What is export?
17. What are quotas?
18. Define balance of payment
19. What is trade?
20. Define international trade?

PARAGRAPH QUESTIONS (5 MARKS)

21. Explain the need for international trade.
22. State the important factors of international business.
23. Write short notes on: (a) MNC (b) TNC (c) WTO
24. Give on account of advantages of international business.
25. Explain the benefits of international marketing.
26. Describe the need for product standardization.
27. Explain the significance of most favored nation in international trade.
28. Explain the objective functions of WTO.
29. State the differences between the balance of trade and balance of payments.
30. Explain the types of tariffs.

ESSAY TYPE QUESTIONS (10 MARKS)

31. Describe the need for export marketing.
32. Explain the importance of export marketing.
33. Enumerate the characteristics of export marketing.
34. What is international trade? Trace historical background of international trade.
35. Differentiate between international trade with domestic trade.

36. Give your comments on growth of Indian international business.
37. Discuss how e-revolution is helping international business.
38. Explain the problems associated with export marketing.
39. Enumerate the different types of trade barriers.
40. Explain the general implications of the WTO on the Indian economy.

UNIT -II

CHOOSE THE CORRECT ANSWER

1. The important areas covered by international marketing are
 - a. Product planning
 - b. Product development
 - c. Pricing, packaging
 - d. All of the above
2. The steps for expanding into global markets are
 - a. Develop a good plan
 - b. Identify the product or service you have to sell
 - c. Develop an export plan
 - d. All of the above
3. Developing a new product to top foreign markets is
 - a. Dual adaptation
 - b. Product invention
 - c. Product extension
 - d. Product adaption
4. The products which need less specialized information are
 - a. High tech products
 - b. High touch products
 - c. Premium products
 - d. None of the above
5. The periodic sale of goods in abroad at prices below the home market price is
 - a. Intermittent dumping
 - b. Sporadic dumping
 - c. Long term dumping
 - d. None of the above
6. Compensation deals involve payment in
 - a. Cash
 - b. By cheque
 - c. Goods and cash
 - d. Goods
7. The pricing strategies includes
 - a. Cost plus pricing
 - b. Competitive pricing
 - c. Value – based pricing
 - d. All of the above

8. Export Quality Control and Inspection Act was passed during the year
- 1983
 - 1963
 - 1974
 - 1973
9. The act of locating a brand in customer's mind over and above other products is
- Product positioning
 - Niche marketing
 - Mass marketing
 - Social marketing
10. Which one of the following is the argument for mandatory product modification?
- Local wise condition
 - Consumer demography
 - Local customs and culture
 - None of the above

Answers : 1.d 2.d 3.b 4.a 5.a 6.c 7.d 8.b 9.a 10.b

SHORT QUESTIONS (2 MARKS)

- What is export market research?
- Define product positioning.
- What is product?
- Write a note on differential export pricing?
- What you understand by dumping?
- What is a gray market?
- What is an export strategy?
- What do you mean by Chamber of Commerce?
- What is core product?
- What is Quality Control?

PARAGRAPH QUESTIONS (5 MARKS)

- Is market research important for export business?
- Write short notes on:
 - Local product
 - National products
 - International product
- What is the objectives and importance of pricing?
- Examine the relevance of market oriented pricing in exporting.
- Explain countertrade as a pricing tool in export marketing.
- Explain the types of pricing strategies
- What are the benefits of an inspection certificate for exporters and importers?
- What are the sources for development of a new product?
- What is direct exporting?
- Explain the importance of export marketing channel.

ESSAY TYPE QUESTIONS (10 MARKS)

31. Describe the function of export marketing.
32. "A product that is successful in home market needs adaptation for success in Foreign market"
33. Enumerate the various factors to be considered while designing that product for the International market
34. What are factors to be considered in pricing the products for exports?
35. Describe the significance of the various methods of quoting the price of a product to the foreign buyer.
36. What should be the basis for export pricing in a developing country like India?
37. Explain the director of Inspection of Quality Control.
38. Describe the powers of the Central Government in regard to Quality Control and Inspection.
39. Discuss the various product design strategy adopted in the international trade.
40. Distinguish between the following
 - (a) Direct exporting and indirect exporting
 - (b) Manufacturer exporter and Merchant exporter

UNIT – III

CHOOSE THE CORRECT ANSWER

1. International Standards Organization was established in the year
 - a. 1948
 - b. 1949
 - c. 1947
 - d. 1950
2. The opener of the letter of credit is
 - a. Exporter
 - b. Importer
 - c. Issuer
 - d. Beneficiary
3. The marine insurance policy established in
 - a. 1963
 - b. 1973
 - c. 1974
 - d. 1975
4. The letter of credit which may be cancelled at any time is known as
 - a. Revocable
 - b. Irrevocable
 - c. Revolving
 - d. Back to back
5. The code number required to be incorporated in the various export documents is
 - a. IEC number
 - b. EPC Number
 - c. RCMC Number
 - d. None of the above

6. The receipt issued by the commanding officer of the ship is
- Shipping bill
 - Mate's receipts
 - Bill of lading
 - Cart ticket
7. Which one of the following is related to payment?
- Letter of credit
 - Invoice
 - Bill of lading
 - Shipping bill
8. The main shipping documents are
- Bills of lading
 - Packing lists, invoices
 - Insurance, documents and air waybills
 - All of the above
9. ISO stands for
- Internal standard organization
 - International standard organization
 - Internal stand organization
 - None of the above
10. SAARC stands for
- South Asian Association for Regional Co-operation
 - South Asian Association for Religion Corporation
 - State Asian Assessment for Regional Corporation
 - State Asian Assessment for Regional Co-operation

Answers : 1.c 2.b 3.a 4.a 5.a 6.b 7.a 8.d 9.b 10.b

SHORT QUESTIONS (2 MARKS)

- What is Duty Draw back?
- What is ISO 9000?
- What is negotiation?
- What are the shipping documents?
- Is a commercial invoice required for documents?
- What are commercial documents?
- What is import document?
- What are Trading blocs?
- What is export price?
- What are the three phases of negotiation?

PARAGRAPH QUESTIONS (5 MARKS)

21. Explain the main objectives of export trade
22. What factors are to be taken into account while selecting markets for exports?
23. What is direct exporting? What are its advantages?
24. Explain the significance of product positioning.
25. What are the different terms and condition which are to be considered while negotiating with foreign buyers?
26. Explain the objectives of trade blocs.
27. Write a note on:-
 - a. European Union
 - b. NAFTA
 - c. ASEAN
 - d. SAARC
28. What is a price quotation? What are the various components of export price quotation?
29. Explain the customs clearance formalities for exportable goods.
30. Write short note on:-
 - a. C & F agent
 - b. ISO 9000

ESSAY TYPE QUESTIONS (10 MARKS)

31. Describe the difference between a commercial invoice and invoice.
32. Discuss the types of freight documentation.
33. What are regularly documents? How can you export from India?
34. How to start an import export business from home? What are the advantages of developing an import business from home?
35. Explain briefly rules and regulation of shipments stage of export marketing.
36. Distinguish between the following
 - a. Direct exporting and indirect exporting
 - b. Manufacturer exporter and Merchant exporter
37. Discuss pre-shipment state for exports from India.
38. What are INCOTERMS? Explain them in detail.
39. Explain how buyers are selected in export marketing.
40. Explain difference between from the following:
 - a. Skimming pricing and Penetration pricing
 - b. Total cost pricing and Marginal cost pricing

UNIT – IV

CHOOSE THE CORRECT ANSWER

1. Indian institute of foreign trade was set up
 - a. 1966
 - b. 1964
 - c. 1963
 - d. 1973
2. Federation of Indian export organization was established
 - a. December 1967
 - b. October 1965
 - c. June 1982
 - d. July 1991

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3. Indian institute packing head quarter and principal laboratories are located at
 - a. Mumbai
 - b. Calcutta
 - c. Chennai
 - d. Delhi

 4. The full form of IIP
 - a. Internal institutional of packing
 - b. Indian industry of packing
 - c. Indian institute of packing
 - d. None of the above

 5. The institution which undertakes research on raw materials for the packaging industry is
 - a. PEC
 - b. NFE
 - c. IIP
 - d. ITPO

 6. The export and import bank was established on
 - a. January 1,1982
 - b. January 1,1983
 - c. January 1,1984
 - d. January 1,1985

 7. The Indian Institute of Foreign Trade is a
 - a. Service institution
 - b. Commodity organization
 - c. Export industries division
 - d. None of the above

 8. The EXIM policy announced on
 - a. March 1992
 - b. June 1991
 - c. April 1995
 - d. May 1992

 9. Export promotion council was established
 - a. August 1992
 - b. November 1991
 - c. June 1991
 - d. July 1988

 10. IIFT stands for
 - a. Indian Institute of Foreign Trade
 - b. Indian industry of foreign trade
 - c. International industry of foreign trade
 - d. None of the above

Answers : 1.c 2.b 3.a 4.c 5.c 6.d 7.a 8.a 9.a 10.a

SHORT QUESTIONS (2 MARKS)

11. What are commodity boards?
12. What are free trade zones?
13. State the objective of IIP.
14. Define export duties.
15. What is export clearance?
16. What do you mean by deemed export?
17. What is meant by export promotion?
18. What is Passbook scheme?
19. What is Market Access Initiative?
20. State the meaning of EXIM policy.

PARAGRAPH QUESTIONS (5 MARKS)

21. Explain the functions of the trade development authority.
22. Explain the various functions of export promotion council.
23. Enumerate commodity boards helpful in international marketing.
24. What are the incentives available to an Indian exporter?
25. Explain the Duty entitlement passbook scheme.
26. Explain the major components of India's exports.
27. Explain the major highlight if foreign trade policy 2004-2009.
28. Suggest measures for improve India's share in the world trade.
29. Explain the scope of exporting marketing.
30. Explain the objectives of EXIM policy.

ESSAY TYPE QUESTIONS (10 MARKS)

31. Critically examine the contribution of the following agencies in the export promotion effort of India
 - a. Export Promotion Council
 - b. Federation of Indian Export Organization
32. Explain the fiscal incentives and marketing assistance is available to an Indian exporter.
33. What is market development assistance? Explain the different form of MDA.
34. Discuss the tax benefits various categories of exporters and foreign exchange earners.
35. Discuss the implication of the foreign trade policy 2004-2009.
36. Write a short note on:-
 - a. Negative list of exports
 - b. Canalization of exports
 - c. Export obligations
37. Discuss the changes in the composition of India's exports during last decade.
38. Analyses during changes in trading partners of India during the last decade.
39. State the meaning of start export house, and explain the benefits of export houses.
40. What is trading houses? Explain the advantages of trading houses.

UNIT – V

CHOOSE THE CORRECT ANSWER

1. The EXIM Bank of India was established
 - a. 1 January 1982
 - b. 2 March 1984
 - c. 1 January 1981
 - d. 1 April 1988


 2. Out of the 16 commercial documentation of export marketing how many numbers of documentation has been recognized.
 - a. 14
 - b. 15
 - c. 10
 - d. 12

 3. The bill of lading serves main purposes are
 - a. As a documents of title to the goods
 - b. As a receipt for the goods
 - c. A only
 - d. A and b

 4. ADS stand for
 - a. Assessment Documentation System
 - b. Aligned Documentation System
 - c. Assessment Document Systematically
 - d. Assignment Document System

 5. Out of the 9 regulatory documentation of export marketing how many numbers of documentation has been recognized.
 - a. 5
 - b. 3
 - c. 4
 - d. 6

 6. ECGC was established
 - a. 1957
 - b. 1967
 - c. 1968
 - d. 1983

 7. SIDBI stands for
 - a. State Industries Development Bank of India
 - b. Small Industries Development Bank of India
 - c. Small Scale Industries Development of India
 - d. None of the above
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8. The state trading corporation was established
- 1956
 - 1957
 - 1960
 - 1965
9. The minerals and metals trading corporation of India was set up in
- December 1960
 - October 1963
 - June 1965
 - January 1967
10. The state trading corporation ensures
- Government participation in foreign trade
 - Liaison with international agencies
 - Development of Indian shipping
 - None of the above

Answers: 1.a 2.a 3.d 4.b 5.c 6.d 7.b 8.a 9.b 10.a

SHORT QUESTIONS (2 MARKS)

- What you mean ADS?
- What is commercial invoice?
- What is bank guarantee?
- What is export marketing finance?
- What is forfeiting?
- State the any three objectives of STC.
- What you mean turnover?
- What is line of credit?
- What role does the government play in promoting exports?
- How to register with export promotion councils?

PARAGRAPH QUESTIONS (5 MARKS)

- Explain the purposes of ADS.
- Explain the contents of commercial invoice.
- What is certificate of origins; explain types of the certificate of origin.
- Difference between mate's receipt and bill of lading.
- What are the content of the following documents ;
 - Shipping bill
 - Consular invoice
- Explain the promotional activities of EXIM bank.
- Explain the functions of commodity boards.
- Explain the objectives of ECGC.
- Explain the risks covered by standard polices.
- Enumerate the objectives of EXIM bank.

ESSAY TYPE QUESTIONS (10 MARKS)

31. Discuss the kinds of commodity boards in India.
32. Briefly explain the various types of insurance cover provided by ECGC.
33. Explain the functions of EXIM bank.
34. Explain the fund based assistance of commercial banks.
35. Explain the fund based schemes of the EXIM bank.
36. What are the basic principles of ECGC operations? Explain the procedure for making a claim from ECGC.
37. Critically evaluate the functioning of special economic zones.
38. Explain the various types of credit guarantees provided by ECGC.
39. Explain the function of the Trade Development Authority.
40. Describe important export promotion organizations established in India and describe their main functions.

