

TU-Blom

12/04/2016

EXPORT MARKETING

Q.P. Code : **17628**

(2½ & 3 Hours)

[Total Marks 80:100

N.B. :

[Regular students]

2½ Hours

[Total Marks : 80

[For IDOL Students]

3 Hours

[Total Marks : 100

- N.B. : (1) Only college students admitted during the year 2010-11, should attempt Section I for 80 marks;
(2) Students of IDOL admitted during the year 2011-12, should attempt Section -I and Section II for 100 marks; 3 hrs duration.
(3) Figures to the right indicate full marks.

Section I

1. Explain the following terms / concepts in about 30 words (any eight): 16
(a) Ad-valorem Duty
(b) Letter of Credit
(c) Break Even Point
(d) Direction of Exports
(e) Special Economic Zone
(f) GATS
(g) GR Form
(h) Skimming Pricing
(i) Certificate of Origin
(j) Carting Order
(k) Line of Credit
(l) Give full form of: (i) WTC (II) SIDBI
2. Answer **any two** of the following: 16
(a) Discuss various features of International Marketing.
(b) Write a note on Services Export Trade of India.
(c) Distinguish between Export Marketing and Domestic Marketing.
(d) Explain in brief the positive impact of WTO on Indian economy.
3. Answer **any two** of the following: 16
(a) Explain the New Product Development Process for exports.
(b) Explain various functions of Export Promotion Councils.
(c) Discuss the importance of Indian Institute of Packaging
(d) Explain the Implications of FTP 2009-14.

TURN OVER

4. Answer any two of the following:

16

(a) From the following data calculate minimum FOB price and the price to be quoted in US \$ if 1 US \$ = ₹ 70/-

Particulars	Amount in (Rs)
Ex factory cost	₹ 30,000/-
Transport charges	₹ 8,000/-
Packaging charges	₹ 2,000/-
Contribution of profit	10% of FOB cost
Duty Drawback	10% of FOB price

(b) Shrinivasa Garment Company is planning to enter in the global market along with the domestic market.

(Q) Guide Shrinivasa Garment Company regarding the promotional measures to be adopted while entering in the foreign market.

(c) Distinguish between FOB price & CIF price.

(d) Discuss the role of EXIM Bank in export financing.

5. Answer any two from the following:

16

(a) Explain various services of custom House Agents while exporting the goods.

(b) Explain the procedure involved in Marine Insurance.

(c) Discuss various incentives available to Indian exporters.

(d) Write the importance of : (i) Bill of Lading
(ii) Consular Invoice

Section II

[N.B - Only for the students of IDOL admitted in 2011-12]

6. Write notes on any four of the following:

20

(a) Factors influencing export pricing

(b) Non-tariff Barriers

(c) FIEO

(d) Deemed Exports

(e) Exports Pricing Quotations

(f) SAARC.

TURN OVER

13/4/2016

Monday

(2½ Hours)

N.B.

1. All questions carry equal marks and are compulsory.
2. Attempt either Question No. 4 on Visual Basic OR Question No. 4 on C Language.
3. From each question attempt any two sub questions i.e. A, B or B, C or A, C.
4. Figures to the right indicate maximum marks for a question.

- Q.1/ (A) I. State whether the following statements are true or false : (4)
- i) In Data Communication the medium of transmission cannot be wireless.
 - ii) The physical layout of computers in a network is called its Topology.
 - iii) A Fiber Optic Cable carries data using Electric Current.
 - iv) HTTP is a protocol used to connect to internet account.
- II. Answer the following in one or two lines : (4)
- i) What is the use of a browser?
 - ii) What is HTML?
 - iii) What is a Meta Search engine?
 - iv) What is the full form of TCP / IP?
- (B) I. Select the appropriate option from the following : (4)
- i) The rules for exchanging data between computers is called _____

(a) Topology	(b) Protocol
(c) Communication	(d) Syntax
 - ii) In _____ topology all the nodes are connected with a single cable.

(a) Bus	(b) Ring
(c) Star	(d) None of these
 - iii) URL stands for _____

(a) Universal Remote Locator	(b) Uniform Resource Locator
(c) Uniform Route Locator	(d) None of these
 - iv) The part before the @ symbol in an Email address is _____

(a) The Domain Name	(b) User Name
(c) The Sub Domain	(d) None of these
- II. Give one difference between each of the following : (4)
- i) LAN and MAN
 - ii) Plain Text and Hyper Text.
- (C) I. What is a Client Server Network? (4)
- II. Explain the TCP / IP Protocol. (4)

- Q.2/ (A) I. State whether the following statements are true or false : (4)
- i) In E-commerce Ubiquity refers to Universal Standards.
 - ii) Portals earn revenue from advertising and referral fees.
 - iii) The full form of WAP is Wireless Antena Protocol.
 - iv) A Debit Card cannot be used in E-Commerce.
- II. Answer the following questions in one line : (4)
- i) What is Encryption?
 - ii) What is a Digital Signature?
 - iii) Explain the use of Digital Wallet in E-Commerce.
 - iv) What is P2P in E-Commerce?
- (B) I. Select an appropriate option for the following : (4)
- i) In E-Commerce, to authenticate the sender of the message we use _____.

(a) Digital Signature	(b) Privacy Protocol
(c) Digital Sending	(d) Digital Protocol
 - ii) Google is a _____.

(a) Portal	(b) E-tailer
(c) Transaction Broker	(d) None of these
 - iii) There are many techniques used by B2C companies to attract customers except _____.

(a) Viral Marketing	(b) Online Ads
(c) Registering with search engines	(d) Discount Price
 - iv) Sender and Receiver have same keys in _____.

(a) Symmetric Key Encryption	(b) Asymmetric Key Encryption
(c) DES	(d) PKI
- II. Give one difference between : (4)
- i) B2C and C2C types of E-Commerce.
 - ii) E-Commerce and E-Business.
- (C) I. Discuss the various payment systems used in E-Commerce. (4)
- II. Explain Secure Electronic Transaction in E-Commerce. (4)
- Q.3/ (A) I. There exist a table called TAX containing the columns Employee number (E_NO, numeric), Employee name (E_NAME, character), Taxable income (INC, numeric) and Income tax (ITAX, numeric). (2)
- Write MySQL queries for the following :
- i) Display Employee number, Employee name and taxable income from the table.
 - ii) Display Employee name, Income tax and 5% of the Income tax as 'Surcharge' for all the employees.
- II. Explain the use of MySQL functions : (2)
- i) LOWER()
 - ii) ABS()

