



RB-1755

Third Year B. B. A. (Sem. VI) Examination

April / May – 2010

Export Management

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशिक निशानीवाणी विगतो उत्तरवही पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="T. Y. B. B. A. (Sem. 6)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Export Management"/>	<input type="text"/>
Subject Code No. : <input type="text" value="1"/> <input type="text" value="7"/> <input type="text" value="5"/> <input type="text" value="5"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	
Student's Signature	

(2) Write to the point

(3) Provide examples where.

1 Answer in brief (any four) 8

- Explain FOB and C and F pricing in brief
- Explain the significance of certificate of origin in international business.
- What is letter of credit? Explain irrevocable type of letter credit.
- What is e-business? List down any two advantages of e-business.
- List out the steps in export pricing.

2 (a) What are the objectives of trade barriers? Discuss non tariff barriers in detail. 10

(b) What is international marketing ? Discuss the problems of international marketing with suitable examples. 10

OR

2 (a) Discuss the approaches to international business in detail. 10

(b) Discuss 4Ps of international marketing. 10

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[Contd...

- 3 (a) Discuss the objectives and fund-based assistance of EXIM bank. 10
- (b) Discuss the objectives and functions of export promotion council in detail. 10

OR

- 3 (a) Explain the objectives of export pricing in detail. 10
- (b) Write a note on 'Marine Insurance'. 10
- 4 (a) Define BPR. Discuss its characteristics in detail. Also discuss its limitations. 8
- (b) Write a note on Bill of Lading. 6

OR

- 4 Explain the procedure for exports in detail. 14
- 5 Read the following case and answer the questions given below : 8

The globalisation of Indian economy along with liberalisation and privatisation led to the establishment of a number of large and medium industries as licensing was not necessary. This resulted in increase in production of number of goods more than the demand. As a result, a number of SSIs became sick units. Number of sick units in Ahmedabad, Anantpur, Chennai, Andhra Pradesh etc. were closed.

The globalisation resulted in entry of a number of MNCs into India through exports, JVs, technological collaborations etc. In addition, USA and Malaysia dumped cooking oil, China dumped steel, electronic goods, toys etc. All these factors created over supply of goods compared to demand.

Questions :

- (i) Analyse the economic environment in India after globalisation.
- (ii) Suggest few strategies for Indian businesses to overcome the killing effects of globalisation.