



SB-1393

Third Year B. B. A. (Sem. VI) Examination
March / April – 2011
Export Management

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दर्शाविए निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. 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="3"/> <input type="text" value="9"/> <input type="text" value="3"/>	Section No. (1, 2,.....) : <input type="text" value="Nil"/>
	<input type="text" value="Student's Signature"/>

- (2) Write to the point.
(3) Provide examples wherever necessary.

1 What are trade barriers ? Why are they imposed ? 14
Explain the different ways of imposing non tariff barriers.

- 2 (a) Discuss various objectives of international marketing 8
in brief.
(b) What are the factors that influence the pricing 8
decision in exports business ?

OR

- 2 (a) Explain important decisions to be taken in 8
international business.
(b) What is Letter of Credit? Explain different types 8
of Letter of Credit.
- 3 (a) Write a note on Marine Insurance. 8
(b) Explain the objectives and functions of Export 8
Promotion Council.

OR

- 3 (a) Discuss various facilities available to exporters from 8
Indian government in terms of export promotion.
(b) Write a note on ECGC. 8

- 4 (a) Explain the Registration and pre-shipment stages of export procedure. 8
- (b) Explain the following two documents related to exports business : 8
- (i) Certificate of origin
- (ii) Mates receipt.

OR

- 4 (a) Write a note on 'e-business'. 8
- (b) Explain the status of e-commerce in India. 8
- 5 Read the following case and answer the questions given below : 8

The land which is rather famous for its two eternally discussed "M's - Modi and Money - discovers its 3rd 'M' courtesy Incredible India Campaign handled by O&M. This 'M' stands for Gujarat's Message endorsed by Amitabh Bachchan with the tagline, "Kushboo Gujarat Ki". Result : The state saw 1.3 million more tourists during May-September period of 2010 compared to same period in 2009.

Question :

Discuss different ways of promoting international tourism in India. Which sectors of businesses are affected due to the development of international tourism in India ?