



K-3549

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

September / October – 2012

Export Management

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवाडी पर अवश्य कपवी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
Third Year B. B. A. (Sem. 6)

Name of the Subject :
Export Management

Subject Code No. : 3 5 4 9 Section No. (1, 2,.....): Nil

Seat No. :
[] [] [] [] [] []

Student's Signature

- (2) Figures to the **right** indicate full marks to the question.
(3) Answer to the point.

- 1 Answer in brief : (any **five**) **10**
- (i) What is ethnocentric approach towards international business ?
- (ii) Give full form of ECGC and EPC.
- (iii) Mention the steps in export pricing.
- (iv) What is the importance of Letter of Credit to the exporter ?
- (v) Which are the member countries of 'ASEAN' ?
- (vi) What is e-business ?

- 2 (a) Discuss various International Marketing decisions. **8**
(b) What are the problems of international business. **8**

OR

- 2 (a) Write a note on 'WTO'. **8**
(b) Discuss the international marketing environment with respect to Asian countries. **8**

- 3 (a) Discuss export pricing objectives. **8**
(b) What is Letter of Credit ? Discuss its various types. **8**

OR

- 3 (a) What measures have Indian government taken to promote exports from India. 8
(b) Discuss various methods of payment in international business. 8
- 4 (a) Narrate pre-shipment and shipment stages of export procedure. 14
(b) State the limitations of e-business. 4

OR

- 4 (a) Briefly explain any five important documents in export business. 10
(b) Write a note on 'Re-engineering'. 8
- 5 Read the following case and answer the questions given below it : 10
Indian Auto giant 'Tata Motors' is planning to launch 'Tata Nano' in the US market.
Using your knowledge of international business, suggest on the following question :
- (i) Discuss what strategies should the company adopt regarding its product.
(ii) What should be company's pricing strategy ?