



UA-3549

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

March / April – 2012

Export Management

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृशायेव निशानीवाणी विगतो उत्तरवाडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
Third Year B. B. A. (Sem. 6)	<input type="text"/>
Name of the Subject :	<input type="text"/>
Export Management	<input type="text"/>
Subject Code No. : 3 5 4 9	Section No. (1, 2,.....): Nil
	Student's Signature

(2) Figures to the right indicate full marks.

(3) Answer to the point.

- 1 Answer in brief : (any five) 10
- Define 'International Marketing'.
  - Give the full form of ECGC and EPC.
  - What are the "perils to sea" ?
  - Mention the steps involved in export pricing.
  - State few advantages of e-business.
  - What is Business Process Re-engineering ?

- 2 (a) What are the important decisions to be considered while conducting international marketing ? 8
- (b) Discuss the problems related with international business. 8

OR

- 2 (a) What are the objectives of Trade barriers ? 8  
Discuss Non-tariff barriers involved in international business.
- (b) Discuss the status of India's trade relations with different trading blocs. 8

- 3 (a) What are the objectives of export pricing ? 8  
 (b) Discuss different modes of payment used in exports business. Explain the procedure involved in Letter of Credit method of payment. 8

**OR**

- 3 (a) Discuss various promotional measures taken by Indian government for the benefits of exporters. 8  
 (b) Explain the procedure for setting export price. 8

- 4 (a) Write a note on 'e-business'. 4  
 (b) Discuss the export procedure with respect to the following stages : 14  
 (i) Pre-shipment stage  
 (ii) Shipment stage

**OR**

- 4 (a) State the regulatory and commercial documents used in export. Discuss the important documents in brief. 14  
 (b) Write a note on 'Re-engineering'.

- 5 Read the following case and answer the question given below it : 10

Hero Honda Company finally got separated into two separate entities Hero and Honda respectively. It was an end to 27 years old relationship with each other.

**Question 1** : Discuss the environment pertaining to Automobiles industry, especially 2 wheelers, internationally.

**Question 2** : What should be the marketing strategies of Honda company in India post de-merger.