

BACHELOR OF BUSINESS ADMINISTRATION
Fifth Semester
EXPORT MARKETING
(BBA – 24 B)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any four from Question no. 2 to 8
Question no. 1 is compulsory.

1. What do you understand by Pre-shipment Finance? What are the different types of Pre Shipment Finances available? Explain. (2+3+5=10)
2. What is Demand Export? What is Bill of Exchange? (5+5=10)
3. What is Commercial Invoice? What are the risks involved in Export? (5+5=10)
4. What are Regulatory Documents? Explain them. (5+5=10)
5. What do you understand by ADS? What are its advantages and objectives? (2+5+3=10)
6. What are the Principal Documents? Explain them. Why are they required? (5+3+2=10)
7. What do you understand by SEZ? Explain the SEZ Policy. (8+2=10)
8. What is Free trade and Warehousing Zones (FTWZ)? What is Market Development Associations? (5+5=10)

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Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Choose the correct answer:

15 × 10 = 15

1. The Act that provides guidelines for exchange of goods is called:
 - a) FEMA
 - b) FERA
 - c) FETA
 - d) FENA
2. The SEZ scheme was introduced by Government of India in the year:
 - a) 2000
 - b) 2004
 - c) 1995
 - d) 1998
3. The Export Policy is also known as :
 - a) EXIM Policy
 - b) Export Policy
 - c) Import Policy
 - d) Transport policy
4. Selected town which are highlighted because of producing goods of worth more than a crore are called :
 - a) TVFS
 - b) MAI
 - c) TEE
 - d) None of the above
5. Receipt issued by commanding officer of ship after goods have been loaded:
 - a) Shipping Order
 - b) Proforma Invoice
 - c) Mate Receipt
 - d) Vehicle Ticket
6. A time draft that is drawn only and accepted by a bank:
 - a) Factoring
 - b) Counter Trade
 - c) Bankers Acceptance
 - d) Open Account

7. The only document which is prescribed by RBI and accepted in order to carry out export:
- a) ARE Form
 - b) Port Trust Copy
 - c) Vehicle Ticket
 - d) GR Form
8. Free Alongside Ship is termed under INCOTERM:
- a) FOB
 - b) FCA
 - c) FAS
 - d) None of the above
9. A certificate that certifies the country where production of goods have taken place:
- a) Freight Payment Certificate
 - b) Certificate of Origin
 - c) Bank Certificate of Payment
 - d) Trust receipt
10. An exporter that needs money immediately may obtain a bank loan that is secured by an assignment of account receivable :
- a) Cross border factoring
 - b) Letters of credit
 - c) Accounts Receivable Financing
 - d) Medium term capital goods Financing

II. Explain in One Line: (any five)

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- a) Packing credit
- b) Shipping Order
- c) Bill of Lading
- d) ADS
- e) Insurance certificate
- f) ECGC
- g) DEPB
