

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect From: November/December-2013

Paper Code: UM06EBBA04	Total Credit:3
Title Of Paper: Export Management-II	

Unit	Description in detail	Weighting (%)
I	Export Product Planning Product Planning: Meaning, Importance Product Standardisation and Product Adaptation Strategies Product Positioning: Meaning, Steps and Importance Packaging: meaning, importance	25%
II	Export Pricing Meaning, Factors, importance Export Pricing Methods and Strategies Incoterms 2000 Skimming and Penetration Strategies	25%
III	Export Finance Pre shipment and Post shipment Finance EXIM bank and ECGC Mode of Payment and Marine Insurance	25%
IV	Export Procedure and Documentation Steps of Export Procedure Export Documentation	25%

Basic Text & Reference Books:-

- Export Management: TAS BalaGopal, Himalaya Publishing House
- International Marketing Management: V. L. Varshney & B. Bhattacharya
- Export Marketing: B. s. Rathore & J. S. Rathore, Himalaya Publishing House
- Export Marketing: Acharya & Jain, Himalaya Publishing House
- Foreign Trade Review: Indian Institute of Foreign Trade
- International Business: Dr. R. Chandran, Jaico Publishing House

