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No. of Printed Pages: 01

(A-3)

**SARDAR PATEL UNIVERSITY
T.Y.B.B.A. (SEM-V) CBCS EXAMINATION**

Friday, 20 March 2015

10.30 am to 12.30 pm

UM05EBBA04

Export Management-I

Total Marks: 60

- Note:** 1. All questions have internal options.
2. Figures to the right indicate full marks.

Q.1 Describe the various environmental factors affecting International Marketing Environment. 15

OR

Q.1 (a) Define Export Marketing. Explain the Scope of Export Marketing in detail. 07

- (b) Write a note on
1. Theory of Cost Comparative advantage of foreign trade 04
 2. Difference between Export Marketing and Domestic Marketing 04

Q.2 Explain the highlights of India's Foreign Trade Policy (2004-09) in detail. 15

OR

- Q.2** Write a note on
1. Commodity Boards 05
 2. ITPO 05
 3. IIFT 05

- Q.3** Write a note on
1. Export Promotion Measures 06
 2. Star Export Houses 05
 3. SEZ 04

OR

- Q.3** Write a note on
1. Need for Export Assistance 07
 2. Assistance in Area of Marketing 05
 3. Deemed Exports 03

- Q.4** Write a note on
1. WTO 08
 2. ASEAN 07

OR

- Q.4** Write a note on
1. UNCTAD 08
 2. SAARC 07
