

SARDAR PATEL UNIVERSITY
B. B. A. (General) (V Semester) Examination
Saturday, 26th November 2016
2.00 p. m. – 4.00 p. m.
UM05EBBA04 : EXPORT MANAGEMENT – I

Total Marks : 60

- Q. 1
(A) What is Export Marketing? Distinguish between Export Marketing and Domestic Marketing. (10)
(B) Write note on : Theory of Cost Comparative Advantage. (05)
- OR**
- Q. 1 Discuss in detail various factors affecting International Marketing Environment. (15)
- Q. 2 Write note on: (15)
(1) FIEO and ITPO
(2) Export Promotion Council
(3) Commodity Board
- OR**
- Q. 2 Discuss various features of current EXIM (Foreign Trade) Policy of Indian brief. (15)
- Q. 3 Why there is need for Export Assistance in India? Describe various Export Promotion Measures taken by Indian Government. (15)
- OR**
- Q. 3 Write note on: (15)
(1) SEZs
(2) Star Export Houses
- Q. 4 Write note on: (15)
(1) WTO
(2) IMF
(3) ASEAN
- OR**
- Q. 4 Write note on: (15)
(1) SAARC
(2) UNCTAD
(3) NAFTA

