

[4/A-2]

SARDAR PATEL UNIVERSITY
B.B.A. General (V Semester) Examination
Thursday, 1st November, 2018
10-00 am to 12-00 pm
UM05EBBA04: EXPORT MANAGEMENT-1

SC

Total Marks: 60

- Q-1: Give the meaning of export marketing and discuss its scope in detail. (15)
OR
- Q-1: Differentiate between Export marketing and Domestic marketing. Also examine certain factors affecting international marketing environment (15)
- Q-2: Discuss India's Foreign trade Policy 2004-09 in the light of its objectives and promotional measures. (15)
OR
- Q-2: Write short notes on (8)
(a) Export Promotion Council (7)
(b) Indian Institute of Foreign Trade
- Q-3: Examine the need for export assistance and discuss several export promotion measures. (15)
OR
- Q-3: Write notes on (8)
(a) Special Economic Zones (7)
(b) Assistance in the area of marketing
- Q-4: Examine the role of (a) World Trade Organization and (b) International Monetary Fund (IMF) in promoting international trade. (15)
OR
- Q-4: Write notes on (a) EU and (b) SAARC as regional blocks promoting foreign trade at the group and world levels. (15)

