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SARDAR PATEL UNIVERSITY
B. B. A. (I. T. M.) (VI Semester) Examination
4th April 2016 (Monday)
10.30 am – 12.30 pm
UM06EBBI07 – EXPORT MANAGEMENT

Total Marks : 60

Note: Figures to the right indicate marks.

- Q. 1 Explain in detail the objectives and highlights of Foreign Trade Policy (2004-2009). (15)
- OR**
- Q. 1 Write note on: (15)
- (1) Star Export Houses
 - (2) Deemed Exports
 - (3) SEZs
- Q. 2 Write note on: (15)
- (1) Letter of Credit
 - (2) Terms of Payments
 - (3) DA / DP Terms
- OR**
- Q. 2 Explain in details INCO TERMS 2000. (15)
- Q. 3
- (A) What is Product Positioning? Describe the steps of Product Positioning. (08)
 - (B) Explain in brief Product Adaptation Strategies. (07)
- OR**
- Q. 3
- (A) What do you understand by Export Pricing? Discuss the factors affecting Export Pricing. (07)
 - (B) Explain the methods of Export Pricing. (08)
- Q. 4 Discuss the various Documentation required to fulfill the export order successfully. (15)
- OR**
- Q. 4 Explain the steps of Export Procedure to fulfill the export order successfully. (15)

