

(7)

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
T. Y.B.B.A. (HONOURS) EXAMINATION (ITM)
SEMESTER VI (CBCS)
THURSDAY, 05RD APRIL
2018
10.00 AM TO 12.00 PM

UM06EBBI07 EXPORT MANAGEMENT

Total marks: 60

- Q.1 Explain the highlights of Foreign Trade policy in detail 15
- OR
- Q.1 Write short note on a) Star Export Houses b) ISO 9000 Series 15
- Q.2 Give meaning of INCOTERMS 2000 and explain in detail different INCO TERMS 2000. 15
- OR
- Q.2 Write a note on:
1. D/A and D/P Terms 10
 2. Relevance of Variable Cost 05
- Q.3 What is export pricing? What are the factors which determine the export pricing? 15
- OR
- Q.3(a) Explain the pros & cons of product standardization. 08
- Q.3(b) What do you mean by product adaptation? Explain its strategies. 07
- Q.4 Explain the steps of Export Procedure to fulfil the export order successfully. 15
- OR
- Q.4 Explain the various Documents required for fulfilling the export order 15

①