SEAT No._____ No. of Printed Pages : 1

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Sardar Patel University

BBA (General): Semester –VI

Date: 9/04/2018, Monday

Session: Morning

Time: 10.00 to 12.00 P.M

Subject/Course Title: Export Management-II

Subject/Course Code: UM06EBBA04

Total Marks: 60

Note : (1) Figure to the right indicate full marks of the question .

Q-1 A.) Explain various product adaptation strategies in brief. [07]

B.) Write notes on: [08]

i.) Packaging

ii) Product planning

OR

Q-1 What is product positioning? Discuss various steps of product positioning. [15]

Q-2 Explain in detail various factors affecting export pricing. [15]

OR

Q-2 A.) Discuss any one export pricing method with its strategies. [09]

B.) Explain following INCO terms: [06]

i) FOB

ii) CIF

iii) EX works (EXW)

Q-3 What do you mean by Pre-shipment finance? Discuss various modes of payment in exports. [15]

OR

Q-3 Write short notes on: [15]

1.) EXIM Bank

2.) Marine insurance

Q-4 Describe the procedure to be followed by the exporter in India. [15]

OR

Q-4 Explain the following documents in brief: [15]

i) Letter of credit

ii) Bill of lading

iii) Shipping bill and Mates receipt