

3/A-2

Roll No. _____

No. of Printed Pages : _____

Sardar Patel University

BBA(General) : Semester –VI

Date: 04/04/2019, Thursday

Session: Morning

Time: 10.00 to 12.00 P.M

Subject/Course Title: Export Management-I

Subject/Course Code: U106EBBA04

UM06EBBA04

Total Marks: 60

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

- Q-1 What is product positioning? Discuss various steps of product positioning. [15]
- OR
- Q-1 Write notes on: [15]
- i.) Importance of Packaging
 - ii) Product planning
 - iii) Product adaptation strategies
- Q-2 Discuss in detail various factors affecting export pricing in India. [15]
- OR
- Q-2 A.) Explain following INCO terms: [06]
- i) FOB
 - ii) FAS
 - iii) CIF
- B.) Explain in brief various export pricing method with its strategies. [09]
- Q-3 Write short notes on: [15]
- 1.) EXIM Bank
 - 2.) Postshipment Finance
 - 3.) ECGC
- OR
- Q-3 Describe various methods of payment of exports. [15]
- Q-4 Discuss in detail the procedure to be followed by the Indian exporter. [15]
- OR
- Q-4 Explain the following documents in brief: [15]
- i) Letter of credit
 - ii) Bill of Lading
 - iii) Certificate of Origin