

Paper Code: MBA-IB03

Roll No.

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MBA
(SEM IV) EVEN SEMESTER EXAMINATION, 2015-16
EXPORT MANAGEMENT & DOCUMENTATION

[TIME: 3hrs]

[Max. Marks: 100]

Note- Attempt All questions .All questions carry equal marks.

1. Attempt any four parts of the following: -

[5x4 = 20]

- (a) What is Export Management? Also discuss its features?
- (b) What is the process of Export Management?
- (c) Describe the importance of Distribution Channels?
- (d) Explain the objectives of Distribution Channels?
- (e) What is the role of EXIM bank?
- (f) What do you mean by Transfer Pricing?

2. Attempt any four parts of the following: -

[5x4 = 20]

- (a) Explain the sources of secondary data in India?
- (b) What are the functions of ECGC?
- (c) Discuss the factors to be considered while deciding terms of payments?
- (d) Define the steps in market selection process?
- (e) What is SEZ?
- (f) What do you mean by UNCTAD?

3. Attempt any two parts of the following: -

[10x2 = 20]

- (a) Discuss the benefits arising from exports?
- (b) What are the functions of Distribution Channels?
- (c) Describe the types of Distribution Channels?

4. Attempt any two parts of the following:-

[10x2 = 20]

- (a) Explain the different types of foreign intermediaries?
- (b) What are the channels influencing Channel selection?
- (c) Define the methods of settlement of trade disputes?

5. Attempt any two parts of the following:-

[10x2 = 20]

- (a) What are the different methods of Payment terms in International Trade?
- (b) Write short note on: (i) Levels of Product. (ii) Direct Marketing.
- (c) Differentiate between consumer goods & industrial goods?