



K-3549

Third Year B. B. A. (Sem. VI) Examination
September / October - 2012
Export Management

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशवत् निशानीवाणी विगतो उत्तरवही पर अवश्य लिखनी. Fillup strictly the details of signs on your answer book. Name of the Examination : Third Year B. B. A. (Sem. 6) Name of the Subject : Export Management Subject Code No. : 3 5 4 9 Section No. (1, 2,.....) : Nil	Seat No. : <table border="1"> <tr> <td> </td><td> </td><td> </td><td> </td><td> </td><td> </td> </tr> </table>						
	Student's Signature						

- (2) Figures to the **right** indicate full marks to the question.
 (3) Answer to the point.

- 1 Answer in brief : (any five) 10
- What is ethnocentric approach towards international business ?
 - Give full form of ECGC and EPC.
 - Mention the steps in export pricing.
 - What is the importance of Letter of Credit to the exporter ?
 - Which are the member countries of 'ASEAN' ?
 - What is e-business ?
- 2 (a) Discuss various International Marketing decisions. 8
 (b) What are the problems of international business. 8

OR

- 2 (a) Write a note on 'WTO'. 8
 (b) Discuss the international marketing environment with respect to Asian countries. 8
- 3 (a) Discuss export pricing objectives. 8
 (b) What is Letter of Credit ? Discuss its various types. 8

OR

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[Contd..

- 3 (a) What measures have Indian government taken to promote exports from India. 8
 (b) Discuss various methods of payment in international business. 8

- 4 (a) Narrate pre-shipment and shipment stages of export procedure. 14
 (b) State the limitations of e-business. 4

OR

- 4 (a) Briefly explain any five important documents in export business. 10
 (b) Write a note on 'Re-engineering'. 8

- 5 Read the following case and answer the questions given below it : 10

Indian Auto giant 'Tata Motors' is planning to launch 'Tata Nano' in the US market.

Using your knowledge of international business, suggest on the following question :

- (i) Discuss what strategies should the company adopt regarding its product.
 (ii) What should be company's pricing strategy ?

OR

- (a) Discuss various International Marketing decisions. 8
 (b) What are the problems of international business. 8

OR

- (a) Write a note on 'WTO'. 8
 (b) Discuss the international marketing environment with respect to Asian countries. 8
 (a) Discuss export pricing objectives. 8
 (b) What is Letter of Credit ? Discuss its various types. 8