

MAY 2011

P/ID 37516/PBAS

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Differentiate domestic and international marketing.
2. What is balance of trade?
3. What is product policy?
4. What is trade block?
5. Mention the objectives of ECGC.
6. What is competitive intelligence?
7. Who is a forwarding agent?
8. Differentiate tariff and non tariff barrier.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain product life cycle.
10. Explain the features of marketing information system.

11. Discuss the need for export processing zones in the vicinity of sea ports.
12. Explain the need and importance preshipment inspection.
13. Explain the role of ECGC in India.
14. Explain the features of Letter of credit.

PART C — (15 marks)

Compulsory-Case Study

15. Raman, an exporter got export order from Kenya for engineering goods. The exporter asked the buyer in Kenya to open irrevocable letter of credit with configuration four international bank of repute. The buyer couldn't get confirmation at his importing country bank. The exporter is insisting on the confirmation.

Suggest a suitable solution for the exporter to retain the order and how the exporter can get confirmation for the credit opened by the buyer bank at Kenya.
