

# SEM- VI Export Marketing<sup>1</sup>

## Module I

1. Under C&F quotation, which among the following is not a responsibility of the exporter?
  - a) Expenses upto goods loaded on board the ship
  - b) Production Management
  - c) Payment of Marine Insurance
  - d) Payment of Freight expenses
2. Under CIF quotation, which among the following is not a responsibility of the exporter?
  - a) Expenses up to goods loaded on board the ship
  - b) Marine Insurance
  - c) Customs at port of Destination
  - d) Freight Expenses
3. \_\_\_\_\_ is a process of giving distinct name or mark to a product to give it a distinct identify as compared to competing brands.
  - a) Branding,
  - b) Packaging,
  - c) Positioning,
  - d) Labelling
4. In \_\_\_\_\_ pricing strategy low pricing in the early stages of product is finalized.
  - a) Skimming
  - b) Penetrating
  - c) Differential
  - d) Mark up
5. The INCO term used to describe the delivery of goods where sellers take most of the responsibility is termed as \_\_\_\_\_.
  - a) DAT
  - b) DAP
  - c) DDP
  - d) DBK
6. Product \_\_\_\_\_ is the primary function of the exporter.
  - a) Planning
  - b) Evelopment
  - c) Marketing
  - d) Packaging
7. \_\_\_\_\_ provides information of the product and matters related to the product being exported.
  - a) Labelling
  - b) Marking
  - c) Packing
  - d) Positioning

8. \_\_\_\_\_ Refers to symbols printed on export packages.<sup>2</sup>
- Marking
  - Packaging
  - Branding
  - Designing
9. Formula : FOB Price =
- FOB Cost + Profit – DBK
  - All the expenses until goods loaded on ship + Freight + Profit – Incentive
  - All the costs until goods loaded on board the ship + Freight + Insurance – Incentive
  - FOB Expenses + Customs @ port of destination – DBK
10. EU requires labelling requirement in \_\_\_ language/s.
- One
  - Two
  - Three
  - Four
11. EU needs \_\_\_ packaging requirements.
- Eco-friendly
  - Thermoformed
  - Laminated
  - Corrugated
12. In -----pricing strategy the exporter charges same price in all foreign markets.
- Standard
  - Transfer
  - Trial
  - Probe
13. Generally exports are quoted in -----pricing.
- DBK
  - FOB
  - CF
  - CIF
14. -----price of exports include freight charges.
- Ex –factory
  - B. FOB
  - CIF
  - Discounts

1. -----helps to distribute export goods only through government agencies.
  - a) Co-operatives
  - b) Canalizing Agencies
  - c) Customs Officials
  - d) Consortiums
  
2. -----distribution channel reduces per unit cost of the product in export business.
  - a) Direct
  - b) Indirect
  - c) Variance distribution
  - d) Binomial distribution
  
3. Merchant exporter is \_\_\_\_\_ between the manufacturer and the overseas buyer.
  - a) An agent
  - b) An intermediary
  - c) A distributor
  - d) A manufacturer
  
4. \_\_\_\_\_ is a network of people, organization, technology, activities, information and resources involved in the movement of product from the supplier to the customer.
  - a) Logistics
  - b) State corporation
  - c) Star export house
  - d) Channel of distribution
  
5. One star export house has to achieve export performance of FBO worth \_\_\_\_\_ US million during the current year and previous two years.
  - a) 3
  - b) 25
  - c) 100
  - d) 250
  
6. \_\_\_\_\_ risk takes place on account of insolvency of the buyers.
  - a) Commercial
  - b) Political
  - c) Legal
  - d) Natural
  
7. \_\_\_\_\_ is an important element of promotion mix under export marketing.
  - a) Trade fairs & Exhibitions
  - b) Posters
  - c) Balloon advertising
  - d) Wall painting

8. A \_\_\_\_\_ warehouse keeps the product for relatively <sup>4</sup> long period of time.
- Storage
  - Distribution
  - Bonded
  - Unbonded
9. -----is established for quality control of export products.
- EIC
  - EXIM bank
  - ECGC
  - DGFT
10. \_\_\_\_\_ characteristics does not influence the choice of distribution channels in export marketing.
- Employees
  - Product
  - Area
  - Competitors
11. Under \_\_\_\_\_ Exporting , the manufacturer makes own arrangement to distribute the goods.
- Direct
  - Indirect
  - Regional
  - Retail
12. \_\_\_\_\_ refers to quality of service which a firm provides to its customers.
- Customer Order Processing
  - Customer Feedback
  - Customer Service Standard
  - Channel of distribution
13. \_\_\_\_\_ refers to the amount of space available for storing materials on a ship or on a plane.
- Stowage
  - Logistics
  - Storage
  - Transportation



9. Under L/C beneficiary is -----.
- Exporter
  - Importer
  - Bank
  - Government
10. -----is the basic document giving information to prepare other documents in export trade.
- Commercial invoice
  - Consular invoice
  - Mate's receipt
  - Shipping bill
11. Which among the following is not a type of LC ?
- Advance payment
  - Revocable
  - Confirmed
  - Transferable LC
12. -----LC cannot be modified or cancelled without the consent of the exporter.
- Revocable
  - Irrevocable
  - Stand-by
  - Back-to-back
13. 18. -----LC is the safest LC in export business.
- Confirmed
  - Revocable
  - Unconfirmed
  - Non-transferable

1. The exporter gets -----from DGFT.
  - a) IEC number
  - b) PAN number
  - c) Aadhaar number
  - d) Credit number
  
2. Let export order is received from the Customs ----- .
  - a) Preventive Officer
  - b) Examiner
  - c) Superintendent
  - d) Custom officer
  
3. Mate's Receipt is issued by ----- .
  - a) Customs
  - b) Captain of the Ship
  - c) Importer
  - d) Inspection agency
  
4. The CHA is also known as ----- .
  - a) C&F agent
  - b) Consignor
  - c) Customs official
  - d) Shipping company
  
5. SIDBI was established in the year----- .
  - a) 1970
  - b) 1982
  - c) 1990
  - d) 2000
  
6. -----is given by Income Tax authorities.
  - a) PAN
  - b) IEC
  - c) STD
  - d) RCMC
  
7. Generally there are -----parties involved in Letter of Credit.
  - a) 6
  - b) 3
  - c) 4
  - d) 2
  
8. Shipping bill is prepared in -----copies.
  - a) 3
  - b) 4
  - c) 5
  - d) 8

9. -----is a contract of indemnity under export trade.
- a) Marine Insurance
  - b) EXIM bank
  - c) DGFT
  - d) ECGC
10. Under -----exports physical exports do not take place.
- a) Deemed
  - b) Fake
  - c) False
  - d) Back to back
11. -----provides training facility to exporters.
- a) IIFT
  - b) DGFT
  - c) IIP
  - d) ECGC
12. -----means selling goods in other countries at a very cheaper rate.
- a) Dumping,
  - b) Bonding
  - c) Marking
  - d) Countervailing
13. -----is registration cum membership certificate.
- a) RCMC
  - b) EPC,
  - c) MTC
  - d) D. EIC
14. Pricing maybe influenced by\_\_\_\_\_ of the firm.
- a) Apperance
  - b) H.R.Policy
  - c) Credit Policy
  - d) Non of above
15. -----is the proof of shipment of the goods.
- a) Bill of Lading
  - b) Export Bill
  - c) Bill of Exchange
  - d) Bill for payment