UnitName	ChapterName	SectionName	
Export Marketing	Export Marketing	Export Marketing	
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Question	A	В	C		
			Goods and services		
	Goods beyond the	Services beyond the	beyond the National		
Export marketing means	National Boundaries	National Boundaries	Boundaries		
In Export marketing, marketing		Economies of large			
operations are on large scale in	Proper production and	scale production and	To prevent domestic		
order to have	distribution of goods.	distribution of goods	economy		
In Export marketing exporter faces	Competition from other	Competition from local	Competition from		
three faced competition which	suppliers of exporter	produces of Importing	exporters of competing		
include	country.	country	Nation		
Export Marketing is subject to		Political and			
	Uncertainties	Commercial Risk	Insolvency of the buyer		
Export marketing is controlled by			,		
	National Forums	International Forums	Export consortia		
	Import of capital		Import of advanced		
Valuable Foreign exchange is	Goods and Raw	Import of spare parts	Technical skill and		
mainly required to pay	materials.	and components.	Knowledge		
Large scale exports help to solve		Balance of payment			
g	Domestic problems	problems	Political problems		
·	More employment	Maintain economic and	Opportunities in		
Export Trade provides	opportunities	social relations	services sectors		
Export Trade provides	Merchandise /	Social relations	SCI VICES SECTORS		
Composition of India's Export can	commodities / services	Direction of Exports			
be viewed by .	Exports	Direction of Exports	Region wise Exports		
be viewed by	Exports	Customs and	Diverse language,		
Problem of India's Export sectors is	Trade barriers	documentation	customers and		
concerned with	Trade barriers		Tradition		
Commercial Risk arises due to	Default of narmant has	formalities	Tradition		
Commercial Risk arises due to	Default of payment by	Non acceptance of	Insolvency of Buyer		
·	importer	goods by importer			
Some of the political risk are	imposition of		.1 6 1. 1		
generally covered by ECGC which			conciliation of valid		
includes	remittances of buyer's	Import license	export license		
	government				
Exporter must include force					
majeure clause in his International					
contract to cover the risks die to					
	Floods	Earthquakes	Tsunami		
Export marketing is in					
character.	Flexible	In elastic	static		
Base of Global trade is		international			
	domestic dependence	dependence	foreign direct investmer		
India's Exports are	more than imports	less than imports	equal to imports		
Exports act as an engine of					
	TRUE	FALSE			
economic growth. Export marketing is one of the useful activities to developed					

Export marketing is not dynamic in		1	I
	TRITE	EALCE	
character.	TRUE	FALSE	
Software exports are at the top			
place in composition of India's	TDI IE	E.LOE	
services export.	TRUE	FALSE	
International Trade is dominated by			
MNC'S from developed countries.			
-	TRUE	FALSE	
Exporter has to face multi-faced			
competition.	TRUE	FALSE	
Domestic recession motivates			
Indian companies to explore			
foreign markets.	TRUE	FALSE	
Export marketing is a complex			
activity due to export trade			
transactions procedure.	TRUE	FALSE	
India's balance of trade is still			
unfavourable.	TRUE	FALSE	
USA is still India's major trading	IRCL	TTESE	
partner.	TRUE	FALSE	
India is not a member of European	TROL	TALSE	
Union.	TRUE	FALSE	
Export Marketing has become	TRUE	TALSE	
highly competitive in present scenario.	TRUE	FALSE	
	TRUE	FALSE	
Export Marketing is flexible in	TDITE	EALCE	
character.	TRUE	FALSE	
Impact of Globalization is one of			
the challenges of Export Marketing			
in India.	TRUE	FALSE	
Software services are prime			
services for India's services export.			
-	TRUE	FALSE	
Export Marketing helps to cope up			
India's unfavourable balance of			
payment position.	TRUE	FALSE	
Base of Global Trade is			
International Dependence.	TRUE	FALSE	
India's exports are more than			
imports.	TRUE	FALSE	
Tea and coffee are major export			
commodities of export.	TRUE	FALSE	
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D	E	F	Answer	Solution	UnitNumber
Goods and services				Goods and services	
within National				beyond the National	
Boundaries			с	Boundaries	
				E : C1	
				Economies of large	
				scale production and	
None of the above			b	distribution of goods	
All the above			d	All the above	
All the above			d	All the above	
None of these			b	International Forums	
All the above			d	All the above	
Thi the doore			u u	Balance of payment	
None of these			ь	problems	
All the above			d	All the above	
			u	Merchandise /	
All the above				commodities /	
			a	services Exports	
All the above			d	All the above	
All the above			d	All the above	
All the above			d	All the above	
All the above			d	All the above	
l					
All the above			d	All the above	
none of these			a	Flexible	
				international	
none of these			ь	dependence	
all the above			b	less than imports	
					
			a	TRUE	
			ь	FALSE	
<u> </u>			U	TALSE	

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	b	FALSE	
	a	TRUE	
	a	TRUE	
	a	TRUE	
	a	TRUE	
		TDLE	
	a	TRUE	
	a	TRUE	
	a	TRUE	
	a	TRUE	
	a	TRUE	
	a	TRUE	
	a	TRUE	
	b	FALSE	
	a	TRUE	
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