The Objective questions on module III and IV

**Export Marketing SEM-VI**

**Select the correct alternative from the given alternatives and rewrite**

**The sentence.**

1.\_\_\_\_\_\_is a process of giving distinct name or mark to a product to give it a distinct identify as compared to competing brands.

(Branding, Packaging, Positioning)

2. In \_\_\_\_\_\_\_\_ exporting the export are undertaken directly by the manufacture.

(Indirect, direct, overseas)

3. Merchant exporter is \_\_\_\_\_\_\_\_\_between the manufacturer and the overseas buyer.

(Agent, intermediaries, Distributors)

4. \_\_\_\_\_\_\_ is a network of people, organization, technology, activities, information and resources involved in the movement of product from the supplier to the customer.

(Logistics, state corporation, star export house)

5. In \_\_\_\_\_\_\_\_\_ strategy low pricing in the early stages of product is finalized.

(Skimming, penetrating, differential)

6. To describe the delivery of goods where sellers take most of the responsibility is termed as\_\_\_\_\_\_\_\_\_.

(DAT, DAP, DDP)

7. One star export house has to achieve export performance of FBO worth \_\_\_\_\_\_\_\_ US million during the current year and previous two years.

(3, 25, 100)

8. \_\_\_\_\_\_\_\_\_ risk takes place on account of insolvency of the buyers.

( commercial, political, legal)

9. \_\_\_\_\_\_\_\_\_ helps in obtaining leads of prospective buyers.

(Personal selling, advertising, publicity)

10. \_\_\_\_\_\_\_\_\_ warehouse keeps the product for relatively long period of time.

(Storage, distribution, bonded)

11. ------------is established for quality control of export products.

(EIC, EXIM, ECGC)

12. -----------means to surrender the of right to receive funds by the Exporter.

(Shipping Bill, DBK, Forfeiting)

1. Shipping Bill is prepared by ----------.

(CHA, Importer, Shipping Company),

14. ------------provides medium and long term finance to exporter.

(EXIMBank, ECGC, DGFT)

1. -------------issues the registration cum membership certificate.

(DGFT**,** EPC, Chamber of Commerce)

1. \_\_\_\_\_\_\_\_\_\_\_L/C is suitable when there are regular transactions between Exporter and Importer.

(Back to back, Red clause, revolving)

1. ----------is also called as Trade credit in export finance.

(Open account, Advance payment, L/C)

1. Seed Capital scheme is a popular scheme of------------.

(SIDBI, EXIM Bank, Commercial Bank)

1. The main objective of --------is to protect the exporter against political, commercial risks.

(EXIM Bank, ECGC, SIDBI)

1. ------------is provided to enable the commercial banks to finance to the exporters.

(Pre shipment finance, Refinance, Post shipment finance)

1. Under L/C beneficiary is --------.

(Exporter, Importer, Bank)

1. ----------is the fundamental document giving information to prepare other documents in export trade.

(Commercial invoice, Consular invoice, Mate’s receipt)

1. In --------pricing strategy the exporter charges same price in foreign marketand domestic market.

(Standard, Transfer, Trial)

1. Generally exports are quoted in ----------pricing.

(FOB, CIF, CF)

1. -----------------price of exports include freight charges.

(Ex -factory, FOB, CIF)

1. EXIM Bank was established in the year---------------.

(1972, 1982, 1992)

1. -------------is given by Income Tax authorities.

(PAN, IEC, STD)

1. Under ------------the exporter need not pay any amount of duty.

(Export under bond, export under rebate, commercial invoice)

1. Shipping bill is prepared in -----------copies.

(3, 4, 5)

1. --------------is a contract of indemnity under export trade.

(Marine Insurance, EXIM bank, DGFT)

1. Under -----------exports physical exports do not take place.

(Deemed, Fake, Back)

1. ----------provides training facility to exporters.

(IIFT, DGFT, IIP)

1. ---------------means selling goods in other countries at a very cheaper rate.

(Dumping, bonding, marking)

1. ------------is registration cum membership certificate.

(RCMC, EPC, MMTC)

1. Pricing maybe influenced by\_\_\_\_\_\_\_\_ of the firm.

(Fixed cost, Variable cost, Credit Policy)

1. Firms ay create image differentiation through \_\_\_\_\_\_\_\_.

(Pricing, Trade Margin, Government)

1. \_\_\_\_\_\_\_\_\_\_ is any written or graphic communication on the product.

(Branding, Labelling, Packaging)

1. At growth stage, a firm may \_\_\_\_\_\_\_\_ the price of the product.

(Increase, Decrease, Fixed)

1. Merchant exporter is the \_\_\_\_\_\_\_\_ between the manufacturers and the overseas buyer.

(Seller, Agent, Intermediary)

1. Three-star EH has \_\_\_\_\_\_\_\_ EP value in US$ million during current year and previous two years.

(25, 100, 500)

**State whether following statements are True or false:**

1. Competition is an internal factor for price calculations.
2. Trial pricing involves fixing higher prices at product launch.
3. The packages must have proper identification mark.
4. INCO terms are universally accepted.
5. The exporter considers only market data to fix prices.
6. Indirect exporter has to bear more risk as compared to direct exporter.
7. In CIF pricing quotation, the freight charges are paid by the importer.
8. Generally fixed cost does not vary with the increase in the production.
9. The distribution warehouse is used to store goods for a shorter period of time.
10. Advertising helps in handling objectives of the buyer**.**
11. Product characteristics do not influence the choice of distribution channel in export marketing.
12. Personal selling helps to develop effective post-sell relationship.
13. Trade oriented promotion tools are aimed at increasing the sales to existing customers.
14. When the cargo is perishable it will be better to export goods through shipment.
15. Exchange scheme comes under trade oriented sales promotion techniques.
16. Export Finance means Pre shipment Finance**.**
17. Term finance means short term loan.
18. Pre shipment finance means packing credit. **.**
19. Extension to packing credit is given for 90 days. **.**
20. Extension to packing credit does not require permission of RBI.
21. Post shipment finance is given generally for 90 days.
22. Forfeiting scheme is introduced by EXIM bank. **.**
23. All the Importers require Certificate of origin.
24. Bill of lading is not a document of title.
25. DGFT issues IEC number to the exporter.
26. There is no difference between Consular Invoice and Commercial Invoice.
27. C and F agent looks after customs formalities for the exporter. **.**
28. Carting order is issued by Port Trust Authorities. **.**
29. Payment from overseas buyer must be realised only through Negotiating Bank. **.**
30. The objective of ISO is to maintain domestic standards of quality of goods.
31. Pre shipment is a lengthy procedure than post shipment. **.**
32. Commercial invoice is not an evidence for export trade.
33. Shipping bill is an application for permission of exports of the goods**.**
34. Commercial Invoice is a certificate issued by Trade Consulate of importer’s country in exporter’s country.
35. Qualified Mate’s Receipt is not good for exporter.
36. Bill of Lading is a contract of transportation.
37. Consular Invoice and Certificate of origin have same purpose.
38. DBK means payment of additional duty by the exporter.
39. MDA does not provide finance to exporter.
40. MAI is a scheme for promoting Indian products abroad.