

EXPORT MARKETING SET A

- 1) A pre-shipment advance is not expected to be adjusted by
 - a. Proceeds of export bill
 - b. Export incentives.
 - c. Post-shipment finance
 - d. Local fund

- 2) Advising of letter of credit will be done by the bank
 - a. Only to its customers
 - b. To any person provided the letter of thee credit is issued by its correspondent bank
 - c. Free of charge to its customers and for a cost to others
 - d. To any beneficiary and from any issuing bank

- 3) The following is not a post-shipment advance
 - a. Negotiation of bill under letter of credit
 - b. Purchase of foreign bill
 - c. Advance against foreign bill for collection
 - d. Packing credit

- 4) A bill drawn under a letter of credit contains discrepancies
 - a. The bank should refuse to negotiate documents
 - b. Take the bill on collection basis only
 - c. Must negotiate irrespective of discrepancies
 - d. May purchase it or take it for collection, but should not refuse to handle the bill

- 5) If an export bill which was purchased / negotiated is not realized within reasonable time from the due date the bank should
 - a. Reserve the bill from the export bill purchase portfolio
 - b. Make a claim with ECGC
 - c. Report to RBI
 - d. Take further bills from the exporter only on collection basis.

- 6) Duty drawback is the refund of duty chargeable on
 - a. Exported material
 - b. Imported material
 - c. Damaged material
 - d. Exports to Indian owned warehouses in Europe

- 7) Post-shipment credit in foreign currency can be availed by
 - a. Use of on-shore foreign currency funds
 - b. Banks raising foreign currency funds abroad
 - c. Exporters arranging funds
 - d. Any of the above methods

8) Advance remittance from importer can be accepted by an exporter in india provided

- a. The advance does not carry interest payment
- b. Shipment will be made only after one year from the date of receipt of advance
- c. Advance does not exceed 25% of export value.
- d. Rate of interest, if payable, does not exceed labor plus 1%

9) Whose characteristics influence the choice of distribution channels in Export Marketing.

- a. Customer
- b. Employee
- c. Moral
- d. Global

10) What Customer characteristics influence the choice of distribution channels in which Marketing.

- a. Export
- b. Import
- c. Internal
- d. Niche

11) Under which Marketing, the manufacturer makes own arrangements to distribute the goods.

- a. Direct
- b. Indirect
- c. Niche
- d. Regional

12) Under Direct Marketing, who makes own arrangements to distribute the goods.

- a. Manufacturer
- b. Retailer
- c. Wholesaler
- d. Agent

13. Exporter have to register with to obtain ICC number

- a. DGFT
- b. RBI
- c. COC
- d. FIEO

14. A status holder exporters obtain RCMC

- a. FIEO
- b. Mate receipt
- c. Shipping bill
- d. RCMC

15. Documents required to get the good in side the docks for the purpose of examination of goods
- Let export order
 - Bill lading
 - Carting order
 - Shipping bill
16. Which is basic Documents required to exports
- Commercial invoice
 - Certificate of origin
 - Consular invoice
 - Bill of lading
17. Important Documents to be submitted to custom Authorities in five copies
- Mates Receipt
 - Shipping bill
 - Bill of lading
 - Carting order
- 18) What Product is the primary function of exporter.
- Planning
 - Development
 - Marketing
 - Packaging
- 19) Which option provide the information of the product and matters related to the product being exported.
- Labelling
 - Marking
 - Packing
 - Positioning
- 20) Which option refers to symbols printed on export packages.
- Marking
 - Packaging
 - Branding
 - Designing
- 21) Formula: FOB price =
- FOB Cost+ Profit- DBK
 - All the expenses until goods loaded on ship+ freight + profit – incentive
 - All the cost until goods loaded on board the ship + freight + insurance - incentive
 - FOB expenses+ custom@port of destination -DBK
- 22) Export quotation is:
- An offer made by imported to exporter in reply to exporter query
 - Commercial invoice
 - An offer made by exporter to importer in reply to importers query
 - Importers bill

- 23) Under FOB quotation, which among the following is not a responsibility of the exporter?
- Expenses upto goods loaded on board the ship
 - Production management
 - Customs at port of shipment
 - Freight expenses
- 24) What is the process of creating new and improved product.
- Product mix
 - Product design
 - Product packaging
 - Product labelling
- 25) Involves a set of product which exporter may offer to the market.
- Product mix
 - Product design
 - Product packaging
 - Product labelling

EXPORT MARKETING SEM VI EXAM 2020

ANSWER KEY SET A

1	D	LOCAL FUND
2	B	TO ANY PERSON PROVIDED THE LETTER OF THEE CREDIT IS ISSUED BY ITS CORRESPONDENT BANK
3	D	PACKING CREDIT
4	D	MAY PURCHASE IT OR TAKE IT FOR COLLECTION, BUT SHOULD NOT REFUSE TO HANDLE THE BILL
5	A	RESERVE THE BILL FROM THE EXPORT BILL PURCHASE PORTFOLIO
6	B	IMPORTED MATERIAL
7	D	ANY OF THE ABOVE METHOD
8	D	RATE OF INTEREST
9	A	CUSTOMER
10	A	EXPORT
11	A	DIRECT
12	A	MANUFACTURER
13	A	DGTA
14	A	RCMA
15	D	CARTING
16	C	COMMERCIAL INVOICE
17	B	SHIPPING BILL
18	A	PLANNING
19	A	LABELLING

20	B	MARKETING
21	A	FOBCOST+PROFIT-DBK
22	C	AN OFFFER MADE BY EXPORTER TO IMPORTER IN REPLY TO IMPORTERS QUERY
23	D	FRIGHT
24	B	PRODUCT DESIGN
25	A	PRODUCT MIX