

JVM'S DEGREE COLLEGE

T.Y.BCom Sem - VI

Export Marketing

Module -I

1. Export pricing helps tostiff completion.
 - a. **Survive**
 - b. expedite
 - c. Scientific
 - d. Switch

2. FOB quotation includes.....
 - a. **Ex-factory cost**
 - b. insurance
 - c. marine freight
 - d. administration cost

3. _____ terms are universally accepted.
 - a. **INCO**
 - b. FCA
 - c. ICA
 - d. ITPO

4. Pricing involves fixing high price during product launch.
 - a. penetration
 - b. **skimming**
 - c. flexible
 - d. trial

5. pricing is followed among the subsidiaries of an MNC.
 - a. flexible
 - b. **transfer**
 - c. skimming
 - d. penetration

6. Pricing involves fixing low price during product launch.
 - a. **penetration**
 - b. skimming
 - c. flexible
 - d. trial

7. The brand name should be easily registered under The Trade Mark act.....
 - a.1992
 - b.**1999**
 - c.1963
 - d.1980

8 The objective of..... pricing is to capture large market share of the market.

- a. **penetration**
- b. transfer
- c. skimming
- d. flexible

9 INCO stands for International..... Terms.

- a) commission
- b) capital
- c) **commercial**
- d) Customs

10 CIF price = FOB price + insurance +

- a) **freight**
- b) carriage
- c) import
- d) investment

11 Normally, CIF price is preferred by.....

- a. **importer**
- b. distributor
- c. exporter
- d. dealer

12 The..... pays insurance premium charges in CIF price.

- a. importer
- b. **exporter**
- c. dealer
- d. agent

13 William Colgate introduced Colgate toothpaste brand in.....

- a. **1806**
- b. 1909
- c. 1850
- d. 1925

14 Product packaging depends upon..... of the product.

- a. distribution
- b. **nature**
- c. color
- d. brand

15 In FAS, A stands for.....

- a. association
- b. **alongside**
- c. agent

d. Area

16 The objective of..... pricing is to gain monopolistic position in market.

- a. Predatory
- b. flexible
- c. trial
- d. transfer**

17 The amount of CIF price is _____ than FOB price.

- a.higher**
- b.lower
- c.similar
- d.superior

18 DDP stands for delivered duty.....

- a. preference
- b. pending
- c. paid**
- d. product

19 EXW stands for.....

- a.extrawork
- b. Ex-work**
- c.extremelyweak
- d.expensivework

20 Jamshedji Tata introduced the Tata group brand in.....

- a. 1866
- b.1868**
- c.1909
- d. 1806

21 Branding & packaging are important considerations of.....

- a. Tradecredit
- b. product planning**
- c. shipping formalities
- d. demand

22 brand has.....

- a. variations
- b. dimensions**
- c. aspects
- d. designs

23 Packaginghelpsin _____ of theproduct.

- a. protection**
- b. sales
- c. licensing
- d. financing

- 24 warranty is an assurance given by..... that product will perform as per stipulated.
- a) dealer
 - b. manufacturer**
 - c. customer
 - d. retailer
- 25 Michio Suzuki introduced Suzuki brand in.....
- a. 1918
 - b. 1909**
 - c. 1926
 - d. 1950
- 26 In CPT, C stands for.....
- a) carriage**
 - b) b.cost
 - c) c. central
 - d) commerce
- 27 _____ is a process of giving distinct name or mark to product.
- a) labeling**
 - b) promotion
 - c) branding
 - d) marketing
- 28 FOB price = FOB cost + profit -
- a. incentives**
 - b. import
 - c. insurance
 - d. investment
- 29 The party who pays insurance premium charges in FOB price.
- a) Dealer
 - b) Exporter
 - c) Importer**
 - d) Agent
- 30 Marking is putting some..... on the packages.
- a. Origin
 - b. Symbol
 - c. Identification**
 - d. cover

MODULE II

1. When the exports are undertaken directly by the manufacturer
 - a) Channel Exporting
 - b) Direct Exporting**
 - c) Indirecting Exporting
 - d) Channelized Exporting

2. _____ Value of advertising ensures consumer protection
 - a) Attention
 - b) Suggestive
 - c) Face
 - d) Educational**

3. During recession exporters use _____ channel
 - a) Direct**
 - b) Indirect
 - c) Intern
 - d) Intermediary

4. Trade fairs and exhibitions facilitate _____ of the product
 - a) Discussion
 - b) Advertising
 - c) Video
 - d) Demonstration**

5. Energy conservation and reducing _____ are also exporter's responsibility
 - a) Investment
 - b) Carbon**
 - c) Damages
 - d) Changes

6. Warehousing involves _____ of products
 - a) Distribution
 - b) Promotion
 - c) Production
 - d) Storage**

7. A _____ warehouse keeps products for a time as short as possible
 - a) Storage
 - b) Distribution**
 - c) Production
 - d) Promotion

8. _____ facilitates the movements of goods from the supplier to the buyer
- a) Customer service
 - b) Transportation**
 - c) Warehousing
 - d) Storage
9. _____ function of logistical packaging facilitates the loading and unloading of goods
- a) Transportation
 - b) Promotion
 - c) Storage
 - d) Handling**
10. In international trade there are mainly _____ modes of transports
- a) Three
 - b) Four**
 - c) Five
 - d) Six
11. An exporter who wants to export goods from Mumbai Shanghai in China in large numbers of containers may select a sea transport as compared to air transport because the container shipping provides huge space at lower freight rates
- a) Yes**
 - b) No
 - c) Maybe
 - d) Can't be
12. Land transport, used for short distances, may be well suited for _____ cargo
- a) Stowage
 - b) Perishable**
 - c) Shipping
 - d) Storage
13. Loss due to delay in shipment is _____ risk
- a) Commercial**
 - b) Political
 - c) Unforeseen
 - d) Legal
14. Risk due to civil disturbances in the exporters or the importers country is considered as _____ risk
- a) Commercial
 - b) Political**
 - c) Legal
 - d) Unforeseen
15. _____ risks on account of commercial disputes between the seller and buyer
- a) Commercial
 - b) Unforeseen

- c) Political
- d) Legal**

16. _____ is an important element of promotion mix

- a) Sales promotion**
- b) Sales production
- c) Sales management
- d) Sales relations

17. _____ refer to reduction in price on particular items during a particular period of time

- a) Exchange offers
- b) Discounts**
- c) Combo-packs
- d) Exchange discounts

18. _____ are promises made by the seller that the product will perform as specified for a certain period of time

- a) Warranties**
- b) Discounts
- c) Discount offers
- d) Premium offers

19. Participation in trade fairs and exhibitions provide an opportunity for the exporters to interact with overseas _____

- a) Sellers
- b) Buyers**
- c) Consumers
- d) Promoters

20. _____ helps in obtaining leads of prospective buyers

- a) Personal selling**
- b) Advertising
- c) Selling
- d) Publicity

21. _____ characteristics influence the choice of distribution channels in export marketing

- a) Employee morale
- b) Customer**
- c) Global
- d) Distributor

22. Indirect exporter has to bear more risk than direct exporter

- a) Yes
- b) No**
- c) Maybe
- d) May be not

23. Order processing is the important component of _____ management

- a) Human resource

- b) Skills
- c) Finance
- d) Logistics**

24. _____ Factors play an important role in International advertising

- a) Political
- b) Cultural**
- c) Personal
- d) Human Resource

25. Trade allowance is the _____ for purchase of promoted product

- a) Incentive
- b) Discount**
- c) Motivation
- d) Premium

MODULE III

1. The main purpose of packing credit is to meet _____ capital needs of exporters.

- (a) Fixed
- (b) Working**
- (c) Regular
- (d) Interim

2. _____ has its head office in Lucknow.

- (a) **SIDBI**
- (b) RBI
- (c) EXIM
- (d) EPC

3. _____ provides finance to entrepreneurs for setting up tourism related activities.

- (a) **SIDBI**
- (b) ECGC
- (c) EPCG
- (d) EPC

4. Political risks can be covered under _____ policies.

- (a) **ECGC**
- (b) LIC
- (c) RBI

(d) Marine

5. _____ is the safest method of payment in international trade.
- Documents against Acceptance
 - Deferred credit
 - Letter of credit**
 - SIDBI
6. Packing credit is generally provided for a period of days.
- 90
 - 180**
 - 380
 - 720
7. _____ LC cannot be modified or cancelled without the consent of the exporter.
- Revocable
 - Irrevocable**
 - Stand-by
 - Back-to-back
8. Commercial risks include _____
- risks due to war
 - insolvency of the buyer**
 - risks due cancellation of import licence
 - War
9. Under _____ method, the documents are released to the importer against payment of bills.
- Documents against Acceptance
 - Letter of Credit
 - Documents against Payment**
 - Bills in Trade
10. _____ LC is the safest LC in export business.
- Confirmed**
 - Revocable
 - Unconfirmed
 - Non-transferable
11. _____ is a negotiable instrument that provides payment to the exporter.
- Bills of exchange**
 - Bills of shipping
 - Bills of invoice
 - Bills in trade
12. Political risks can be covered under policies.
- ECGC**

- b. LIC
 - c. RBI
 - d. Marine
13. Packing credit is also known as _____ finance.
- a. **Pre-shipment**
 - b. Post-shipment
 - c. Capital
 - d. Fixed
14. _____ refers to export trade for which export proceeds are received in form of other products in exchange of forex.
- a. **Countertrade**
 - b. Entrepot
 - c. Position trade
 - d. Swing trade
14. EXIM finances _____ term loans.
- (a) **Long**
 - (b) Short
 - (c) Fixed
 - (d) Micro
15. ECGC is owned and governed by _____
- (a) **Government of India**
 - (b) Cooperatives
 - (c) Traders
 - (d) Corporation
16. _____ policy of ECGC covers risks in the case of consumer goods.
- (a) Specific
 - (b) **Standard**
 - (c) Services
 - (d) Flexible
17. Generally, there are _____ parties involved in letter of credit.
- (a) **6**
 - (b) 3
 - (c) 2
 - (d) 4
18. Which of the following document is prepared by the exporter and includes details of the cargo in terms of the shipper's name, the number of packages, the shipping bill, port of destination, name of the vehicle carrying the cargo?
- a. Shipping bill
 - b. Packaging list
 - c. Mate's receipt
 - d. Bill of exchange

19. Which one of the following is the best explanation of countertrade?
- Trade between developed and developing countries
 - Trading that involves barter
 - Trading that uses foreign currency
 - Trade involving the direct or indirect exchange of goods for other goods instead of currency**
20. A commercial invoice is issued by _____.
- exporter**
 - exporter's bank
 - importer
 - importer's bank
21. A document that contains a precise description of the goods is known as a _____.
- Weight list
 - Packing list
 - Commercial invoice**
 - Certificate of origin
 - Consular invoice
22. Which of the following is not a form of countertrade?
- Barter
 - Consignment**
 - Switch trading
 - Counter purchase
23. Which of the following is not true of a letter of credit?
- It is a document
 - Issued by a bank
 - At the request of the exporter**
 - The bank agrees to honor a draft drawn on the importer
24. _____ provides customs officials with information and statistics for the importing nation.
- Consular Invoice**
 - Countertrade
 - Commercial Invoice
 - Switch Trade
25. A major part of export finance is provided by _____ banks.
- Commercial
 - Agricultural**
 - Industrial

(d) Co-operative

MODULE IV

1. Exporters have to register with _____ to obtain IEC number
 - a. **DGFT**
 - b. RBI
 - c. EPC
 - d. CoC

2. A status holder exporter obtains _____ from FIEO.
 - a. IEC
 - b. Mate's Receipt
 - c. **RCMC**
 - d. Shipping Bill

3. _____ is required to get the goods inside the docks for the purpose of examination of goods.
 - a. Let Export Order
 - b. Bill of Lading
 - c. **Carting Order**
 - d. Certificate of Origin

4. _____ is a basic document required for exports
 - a. **Commercial Invoice**
 - b. Bill of Lading
 - c. Carting Order
 - d. Certificate of Origin

5. _____ is an important document to be submitted to custom authorities in five copies
 - a. Mate's Receipt
 - b. **Shipping Bill**
 - c. Bill of Lading
 - d. Certificate of Origin

6. Consular Invoice is issued in _____ copies
 - a. 5
 - b. 4
 - c. 3
 - d. **2**

7. _____ is a document for title of goods
 - a. Mate's Receipt

- b. GR form
 - c. **Bill of Lading**
 - d. Shipping Bill
8. _____ is an important document required for realization of export proceeds
- a. **GR form**
 - b. ARE-1 form
 - c. Shipping Bill
 - d. Packing List
9. Shipping bill is issued by _____
- a. **Custom House Agent**
 - b. Chief Cargo Officer
 - c. Port Trust
 - d. Shipping Company
10. Bill of Lading is issued by
- a. **Shipping Company**
 - b. Custom House Agent
 - c. Chief Cargo Officer
 - d. Port Trust
11. Excise clearance requires the document _____
- a. **ARE Form**
 - b. GR Form
 - c. Bill of Lading
 - d. Shipping Bill
12. Consular Invoice is issued by _____
- a. Shipping Company
 - b. Custom House Agent
 - c. Chief Cargo Officer
 - d. **Consulate of exporting country**
13. Mate receipt is issued by _____
- a. **Chief cargo officer**
 - b. Shipping Company
 - c. Custom House Agent
 - d. Port Trust
14. _____ type of Shipping bill is used in case of neither attracting any export duty nor entitled for duty drawback.
- a. **Free shipping bill**
 - b. Dutiable shipping bill
 - c. Drawback shipping bill

- d. Shipping bill for shipment ex-bond
15. _____ type of Shipping bill is used in case of attracting export duty and it may or may not be entitled for duty drawback.
- Free shipping bill
 - Dutiable shipping bill**
 - Drawback shipping bill
 - Shipping bill for shipment ex-bond
16. _____ type of Shipping bill is used in case of refund of duties allowed on the goods exported.
- Free shipping bill
 - Dutiable shipping bill
 - Drawback shipping bill**
 - Shipping bill for shipment ex-bond
17. _____ type of Bill of Lading which do not contain any adverse remarks as to the condition and quality of goods
- Clean BL**
 - Claused BL
 - Stale BL
 - Freight Paid BL
18. _____ type of Bill of Lading which is presented to the bank for negotiations after many days from its issue.
- Clean BL
 - Claused BL
 - Stale BL**
 - Freight Paid BL
19. _____ type of Shipping bill is issued by the container shipping lines when the cargo is transported from an inland place of the shipper to the final place of its arrival.
- Clean BL
 - Claused BL
 - Stale BL
 - Container BL**
20. _____ type of document is required for claiming preferential tariffs.
- Commercial Invoice**
 - Shipping Bill
 - Bill of Lading
 - Certificate of Origin
21. Let Ship order is issued by _____

- a. Customs Examiner Officer
 - b. Customs Preventive Officer**
 - c. Port Trust
 - d. Custom House Agents
22. The exporter must submit relevant export documents to the bank within _____ days of shipment
- a. 15 days
 - b. 21 days**
 - c. 20 days
 - d. 22 days
23. _____ Officer verifies the export documents and appraises the value of goods.
- a. Customs Appraiser Officer**
 - b. Customs Examiner Officer
 - c. Customs Preventive Officer
 - d. Port Trust
24. For monitoring pre-shipment inspection , Government of India has set up
- a. EIA**
 - b. EPC
 - c. FIEO
 - d. FICCI
25. To obtain IEC no _____ application form is to be filled
- a. Aayaat Niryaat Form**
 - b. ARE 1 Form
 - c. GR Form
 - d. Consular Invoice