

# TYBCOM - EXPORT MARKETING - SEM VI

## TYBCOM-EXPORT MARKETING SEM VI MODULE I - Product planning and Pricing Decisions for Export Marketing

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- 1) Product ..... is the process of creating new and improved products.
  - a) design
  - b) packaging
  - c) branding
  - d) labeling
  
- 2) Product..... serves various purposes like protection, preservation and promotion of the product.
  - a) packaging
  - b) pricing
  - c) branding
  - d) warranty
  
- 3) Product ..... indicates the contents of the product.
  - a) labeling
  - b) branding
  - c) warehousing
  - d) transportation
  
- 4) ..... is the process of giving distinct name or mark or identity to the product.
  - a) Branding
  - b) Pricing
  - c) Designing
  - d) Warehousing
  
- 5) ..... facilitates the buyer with information like product contents, date of manufacture, date of expiry etc.
  - a) Labeling
  - b) Warehousing
  - c) Pricing
  - d) Branding
  
- 6) ..... plays a key role in maintaining the quality of product.

- a) Packaging
- b) Pricing
- c) Branding
- d) Warranty

7) When a company adopts the same brand name for its different brands in a particular product line is called as.....

- a) Family brand name
- b) Corporate name
- c) Individual brand name
- d) Corporate name-cum Individual brand name

8) 'This side up', 'Protect from water', 'Fragile- Handle with care are forms of .....

- a) marking
- b) branding
- c) pricing
- d) labeling

9) ..... is the internal factor determining export pricing

- a) Cost of product
- b) Competition
- c) Demand
- d) Financial incentives

10) ..... is an external factor determining export pricing

- a) Competition
- b) Cost of product
- c) Corporate image
- d) Objectives of the firm

11) Exporters enjoying a good image in the overseas markets may charge ..... prices.

- a) higher
- b) lower
- c) moderate
- d) minimum

- 12) If the customers are price sensitive, exporter may charge .....price
- a) lower
  - b) moderate
  - c) higher
  - d) maximum
- 13) If the customers are not price sensitive, exporter may charge .....price
- a) higher
  - b) lower
  - c) minimum
  - d) moderate
- 14) Incentives are given by government to encourage the exporters to quote .....prices in the overseas market
- a) lower
  - b) moderate
  - c) higher
  - d) maximum
- 15) ..... is an external factor determining export pricing
- a) Demand
  - b) Product
  - c) Credit policy
  - d) Corporate image
- 16) ..... is an internal factor determining export pricing
- a) Objectives of the firm
  - b) Economic condition
  - c) Channel intermediaries
  - d) Demand
- 17) Under ..... exporter agrees to deliver the goods to the importer at his factory premises.
- a) Ex- Works
  - b) FAS

- c) FOB
  - d) C&F
- 18) Under ..... exporter is responsible for delivering the goods next to the shipping vessel
- a) FAS
  - b) EX- Works
  - c) FOB
  - d) C&F
- 19) Under .....quotation it is importers duty to pay for fright and insurance after the goods are loaded on the board of ship.
- a) FOB
  - b) CIF
  - c) C&F
  - d) Ex-Works
- 20) Under .....the exporter quotes a price which includes all the expenses incurred until the goods are actually delivered on board of the ship
- a) FOB
  - b) CIF
  - c) C&F
  - d) FAS
- 21) Under FOB quotation, the .....must obtain the insurance policy to cover the risks in transit
- a) importer
  - b) exporter
  - c) shipping company
  - d) customs officer
- 22) Under C& F quotation, the ..... must pay the freight charges to the shipping company
- a) Exporter
  - b) Importer
  - c) port authorities
  - d) Customs officer
- 23) Under CIF quotation, the ..... pays the freight and insurance .

- a) exporter
- b) importer
- c) shipping company
- d) customs officer

24) Under the FOB quotation it is the seller's duty to.....

- a) deliver the goods on board of ship
- b) booking of shipping space
- c) pay insurance
- d) pay freight

25) Under the CIF quotation, the importer has to .....

- a) pay import duties
- b) pay freight
- c) pay insurance
- d) pay loading charges

TYBCOM -Export Marketing Module 2 – Export Distribution and Promotion

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- 1) Product \_\_\_\_\_ involves physical movement of goods from place of production to the place of consumption.
  - a) Branding
  - b) Distribution
  - c) Packaging
  - d) Warehousing
  
- 2) Direct exporting means exporting the products \_\_\_\_\_.
  - a) Through middlemen
  - b) Through merchant exporters
  - c) By Manufacturer himself
  - d) Through export houses
  
- 3) In Indirect exporting, the manufacturer \_\_\_\_\_.
  - a) Faces limited risks
  - b) Is able to charge high price
  - c) Is able to have control all marketing decisions
  - d) Gets first-hand information from consumers
  
- 4) A manufacturer aiming to earn reputation in the overseas market would prefer \_\_\_\_\_exporting
  - a) Indirect
  - b) Direct
  - c) Vertical
  - d) Horizontal
  
- 5) A manufacturer \_\_\_\_\_ in indirect exporting,
  - a) Has to make huge investments
  - b) Bears high overheads on promotion
  - c) Earns huge profit
  - d) Faces limited risk
  
- 6) Indirect exporting involves exporting with the help of \_\_\_\_\_.
  - a) Merchant Exporter
  - b) Canalising agencies

- c) State corporations
- d) All of these intermediaries

7) A manufacturer \_\_\_\_\_ in direct exporting.

- a) Faces limited risks
- b) Has no control on export operations
- c) Is required to make high investment on marketing operations
- d) Has to bear limited overheads

8) In \_\_\_\_\_ exporting, a manufacturer can acquire first-hand information of the customers likes and preferences in overseas market.

- a) Vertical
- b) Horizontal
- c) Indirect
- d) Direct

9) In indirect exporting, a manufacturer \_\_\_\_\_

- a) Gets Limited profit
- b) Faces high risk
- c) Has to bear high overheads
- d) Has to make huge investments

10) \_\_\_\_\_ refers to planning, implementing and controlling the physical flows of materials from the place of origin to the final customers.

- a) Logistics
- b) Branding
- c) Packaging
- d) Warehousing

11) \_\_\_\_\_ is concerned with planning and maintaining the right level of stock.

- a) Material handling
- b) Inventory management
- c) Transportation
- d) Customer service standards

12) \_\_\_\_\_ is concerned with ensuring that the ordered products reach the customers at the right time and at the right place.

- a) Material handling
- b) Inventory management
- c) Customer order processing
- d) Packaging

13) \_\_\_\_\_ aspect of Logistics is particularly important for physically protecting the products in export marketing.

- a) Inventory management
- b) Warehousing
- c) Customer order processing
- d) Packaging

14) Unitisation and Containerisation are concerned with \_\_\_\_\_

- a) Material handling
- b) Facility location
- c) Customer service standards
- d) Network design

15) Most of the goods in export marketing are sent by \_\_\_\_\_ transport because it is economical in reaching geographically distant markets.

- a) Road
- b) Sea
- c) Rail
- d) Air

16) Commercial, political and legal are types of \_\_\_\_\_ in export marketing

- a) Risks
- b) Warehouses
- c) Ports
- d) Logistics

17) \_\_\_\_\_ transport is most suitable for perishable cargo especially while exporting to geographically distant markets.

- a) Road
- b) Sea
- c) Rail
- d) Air



- 18) \_\_\_\_\_ are short term incentives such as free samples or coupons, to encourage immediate sale of the product
- a) Sales promotion
  - b) Advertising
  - c) Personal selling
  - d) Public Relations
- 19) Sales promotion techniques can be directed at \_\_\_\_\_.
- a) Consumers
  - b) Dealers
  - c) Sales force
  - d) All of these parties mentioned here
- 20) Sales promotion technique such as Exchange offers, where in a new product is exchanged for an old one is more suitable for selling \_\_\_\_\_.
- a) Mobile phones
  - b) Toothpastes
  - c) Pulses
  - d) Noodles
- 21) Exchange offers, coupons, discounts, combo packs are techniques of \_\_\_\_\_
- a) Advertising
  - b) Personal selling
  - c) Public Relations
  - d) Sales promotion
- 22) While advertising in overseas market the exporter has to consider \_\_\_\_\_
- a) Choices and preferences of target audience
  - b) Culture and traditions prevailing there
  - c) Advertising code of conduct applicable
  - d) All of these factors mentioned here
- 23) \_\_\_\_\_ involves face-to-face communication between the export firm's representative and the prospective customers.
- a) Sales promotion
  - b) Advertising

- c) Personal selling
- d) None of these

24) In \_\_\_\_\_ an export firm get opportunity to display and demonstrate its products to prospective buyers.

- a) Sales promotion
- b) Advertising
- c) Trade fairs and exhibitions
- d) Publicity

25) \_\_\_\_\_ is any paid form of non-personal presentation and promotion of goods and services done through mass media.

- a) Personal selling
- b) Advertising
- c) Trade fairs and exhibitions
- d) Publicity

- 1) \_\_\_\_\_ is a method of export payment
  - a) Bill of Lading
  - b) Consular Invoice
  - c) Payment against shipment on consignment
  - d) Cheque
  
- 2) \_\_\_\_\_ is safest method of payment when credit worthiness of buyer is not known.
  - a) Payment in Advance
  - b) Open Account
  - c) Documents against Acceptance
  - d) Deferred Credit Payment
  
- 3) A letter of credit is issued by \_\_\_\_\_.
  - a) Exporter
  - b) Importer
  - c) Importer's bank
  - d) C&F agent
  
- 4) Generally \_\_\_\_\_ makes initial payment to the exporter after receiving the documents.
  - a) Confirming Bank
  - b) Advising Bank
  - c) Negotiating Bank
  - d) Payment Bank
  
- 5) \_\_\_\_\_ is a party involved in opening letter of credit.
  - a) Custom Authority
  - b) Negotiating bank
  - c) DGFT
  - d) RBI
  
- 6) Barter, Switch Trading, Buy Back, Off Set are types of
  - a) Insurance
  - b) Promotion

- c) Financing
- d) Counter trade

7) In \_\_\_\_\_ goods and services are exchanged for other goods or services

- a) Documentary bills
- b) Letter of Credit
- c) Countertrade
- d) Deferred Credit Payment

8) Packing credit is \_\_\_\_\_

- a) an advance made for promotional activities
- b) an advance to meet working capital need of exporters
- c) a priority sector advance
- d) an advance to importer

9) A commercial bank can provide pre-shipment finance for a period of maximum \_\_\_\_\_ days

- a) 90
- b) 180
- c) 270
- d) 360

10) Pre-shipment finance provides \_\_\_\_\_ capital.

- a) static
- b) fixed
- c) working
- d) floating

11) An export can obtain Post shipment finance \_\_\_\_\_ the shipment of goods.

- a) throughout
- b) after
- c) before
- d) during

12) \_\_\_\_\_ is provided to meet working capital requirement of exporter after shipment of goods.

- a) Pre-shipment Finance
- b) Post-shipment Finance
- c) Packing Credit
- d) Deferred Credit

13) Post shipment finance is expected to be repaid from \_\_\_\_\_

- a) proceeds of export bill
- b) loan from financial institutions
- c) personal loan
- d) local funds

14) \_\_\_\_\_ is a form of post shipment finance

- a) Cash Packing credit loan
- b) Advance against hypothecation
- c) Advance against pledge
- d) Export bills negotiated under LC

15) ECGC functions under administrative control of \_\_\_\_\_

- a) Ministry of Commerce
- b) FICCI
- c) FIEO
- d) IPTO

16) Packing credit is also called as \_\_\_\_\_ finance.

- a) Pre-shipment
- b) BRS
- c) Forfaiting
- d) Buyback

17) \_\_\_\_\_ collects export proceeds from importer and credits it to exporter's account.

- a) RBI
- b) Custom Authority
- c) C& F Agents
- d) Commercial Bank

18) \_\_\_\_\_ provides finance to small and micro enterprises.

- a) EPCG
- b) ECGC
- c) EXIM
- d) SIDBI

19) If export cargo is lost in transit the exporter should\_\_\_\_\_

- a) claim with ECGC
- b) claim under marine insurance
- c) seek write off of shipment credit
- d) seek refund of custom duty

20) 20. EXIM bank lending to foreign government is \_\_\_\_\_

- a) commercial loan
- b) soft loan
- c) Line of credit
- d) deferred loan

21) An exporter can avail \_\_\_\_\_ from EXIM Bank.

- a) short term loans
- b) insurance
- c) medium and long term loans
- d) protection against bad debts

22) Export finance guarantee of ECGC protects\_\_\_\_\_

- a) banks providing foreign currency loan to exporter
- b) banks providing foreign currency loan to C&F agent
- c) overseas branches providing finance to Indian exporter
- d) overseas branches providing finance to Indian importer

23) \_\_\_\_\_ covers Commercial and political risks in export.

- a) ECGC
- b) EXIM Bank

c) SIDBI

d) RBI

24) Commercial risks include \_\_\_\_\_

a) Insolvency of buyer

b) Risks due to war or civil disturbance

c) risks due to insolvency of cancellation of import license

d) imposition of restriction on remittances by importer's country

25) \_\_\_\_\_ protects exporters against bad debts in export trade.

a) EPCG

b) ECGC

c) FIEO

d) FICCI

- 1) Importer Exporter code number (IEC) is issued by ----- in India.
  - a) RBI
  - b) DGFT
  - c) Port Trust Authorities
  - d) Excise Authorities
  
- 2) Indian exporters of products such as coir, coffee, rubber, spices etc. have to register with -----.
  - a) EPCs
  - b) Commodity Boards
  - c) FIEO
  - d) Shipping company
  
- 3) Indian exporters who have ISO 9001 certification need not apply for ----- of goods.
  - a) Central excise clearance
  - b) Pre shipment Inspection
  - c) Packing
  - d) Marking
  
- 4) Rejection note during pre shipment inspection is issued by -----.
  - a) Shipping company
  - b) EIA
  - c) ECGC
  - d) Commercial Bank
  
- 5) Consular Invoice is issued by the ----- of the importer's country situated in the exporter's country.
  - a) Commodity Board
  - b) Trade Consulate
  - c) Excise authorities
  - d) Tax authorities
  
- 6) ----- is a document certifying the country from which the goods are being exported.
  - a) Consular invoice
  - b) Certificate of origin



- c) Shipping bill
- d) Bill of lading

7) 'Let Ship Order' is given by -----.

- a) Shipping company
- b) Commodity board
- c) EIA
- d) Customs Preventive Officer

8) 'Let Export Order' is given by -----.

- a) EPC
- b) Customs Examiner
- c) SIDBI
- d) EXIM

9) ----- is a document issued by the shipping company.

- a) Commercial Invoice
- b) Bill of Lading
- c) Packing list
- d) RCMC

10) Shipping bill is prepared in ----- copies.

- a) Two
- b) Three
- c) Five
- d) Eight

11) Inspection certificate is obtained by the exporter at the -----.

- a) Registration stage
- b) Pre shipment stage
- c) Post shipment stage
- d) Production stage

12) ----- is a permission to exporter to load the cargo on the ship.

- a) Let Ship Order
- b) Carting Order
- c) Letter of Undertaking
- d) Airway Bill

13) ..... is a permission to bring the export cargo inside the docks.

- a) Let Export order
- b) Carting Order
- c) Excise Invoice
- d) GR Form

14) ..... helps the exporter to complete shipping formalities for a commission.

- a) DGFT
- b) C&F agent
- c) EPC
- d) Commodity Boards

15) ..... enables a registered exporter to export goods without payment of IGST.

- a) Certificate of origin
- b) Packing list
- c) Letter of Undertaking (LUT)
- d) Insurance policy

16) In India ..... is a method of quality control for export goods .

- a) Self certification
- b) Export Under Bond
- c) Letter of Undertaking
- d) Counter trade

17) RCMC is issued by \_\_\_\_\_

- a) Chamber of Commerce
- b) ECGC
- c) EPC
- d) RBI

18) In case of consumer goods, the export proceeds must be realized within----- days.

- a) 180
- b) 240
- c) 360
- d) 120

19) 19. Shipping bill is prepared in ----- copies.

- a) Two
- b) Three
- c) Five
- d) Seven

20) Registration with \_\_\_\_\_ is compulsory for exporter in India

- a) RBI
- b) DGFT
- c) EPC
- d) Commercial Banks

21) Carting Order is obtained from\_\_\_\_\_

- a) Port Trust Authorities
- b) Shipping Company
- c) Custom House Agent
- d) FIEO

22) \_\_\_\_\_ is a basic document required in export marketing.

- a) Commercial Invoice
- b) Consular Invoice
- c) Certificate of Origin
- d) Shipping Bill

23) Exporters need to register with\_\_\_\_\_ to obtain Permanent Account Number.

- a) Income Tax Department
- b) Commodity Board

- c) FIEO
- d) Excise Authorities

24) \_\_\_\_\_ enables booking of space on ship.

- a) Shipping Order
- b) Carting Order
- c) Let Export Order
- d) Excise clearance

25) \_\_\_\_\_ is a document of title to the goods.

- a) Shipping Bill
- b) GR Form
- c) Bill of Lading
- d) Consular Invoice

## MODULE 1 - SOLUTIONS

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1. Design
2. Packaging
3. Labeling
4. Branding
5. Labeling
6. Packaging
7. Family brand name
8. Marking
9. Cost of product
10. Competition
11. Higher
12. Lower
13. Higher
14. Lower
15. Demand
16. Objectives of the firm
17. Ex- Works
18. FAS
19. FOB
20. FOB
21. Importer
22. Exporter
23. Exporter
24. deliver the goods on board of ship
25. pay import duties

## MODULE 2 - SOLUTIONS

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- 1 Distribution
- 2 By Manufacturer himself
- 3 Faces limited risks
- 4 Direct
- 5 Faces limited risk
- 6 All of these intermediaries
- 7 Is required to make high investment on marketing operations
- 8 Direct
- 9 Gets Limited profit
- 10 Logistics
- 11 Inventory management
- 12 Customer order processing
- 13 Packaging
- 14 Material handling
- 15 Sea
- 16 Risks
- 17 Air
- 18 Sales promotion
- 19 All of these parties mentioned here
- 20 Mobile phones
- 21 Sales promotion
- 22 All of these factors mentioned here
- 23 Personal selling
- 24 Trade fairs and exhibitions
- 25 Advertising

MODULE 3 - SOLUTIONS

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- |  |   |
|--|---|
| 1. Payment against shipment on consignment | 2. Payment in Advance                                   |
| 3. Importer's bank                         | 4. Negotiating Bank                                     |
| 5. Negotiating Bank                        | 6. Counter trade  |
| 7. Countertrade                            | 8. an advance to meet working capital need of exporters |
| 9. 270                                     | 10. working   |
| 11. after                                  | 12. Post-shipment Finance                               |
| 13. proceeds of export bill                |   |
| 14. Export bills negotiated under LC       |   |
| 15. Ministry of Commerce                   | 16. Pre-shipment  |
| 17. Commercial Bank                        | 18. SIDBI   |
| 19. claim under marine insurance           | 20. Line of credit                                      |
| 21 medium and long term loans              | 22. banks providing foreign currency loan to exporter   |
| 23. ECGC                                   | 24. Insolvency of buyer                                 |
| 25. ECGC                                   |   |

## MODULE 4 - SOLUTIONS

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- 1 DGFT
- 2 Commodity Boards
- 3 Pre shipment Inspection
- 4 EIA
- 5 Trade Consulate
- 6 Certificate of origin
- 7 Customs Preventive Officer
- 8 Customs Examiner
- 9 Bill of Lading
- 10 Five
- 11 Pre shipment stage
- 12 Let Ship Order
- 13 Carting Order
- 14 C&F agent
- 15 Letter of Undertaking (LUT)
- 16 Self certification
- 17 Chamber of Commerce
- 18 180
- 19 Three
- 20 DGFT
- 21 Port Trust Authorities
- 22 Commercial Invoice
- 23 Income Tax Department
- 24 Shipping Order
- 25 Bill of Lading