

[A-8]

No. Of Printed Pages: 1

SARDAR PATEL UNIVERSITY
B.B.A. SEMESTER-VI (CBCS) EXAMINATION

Thursday, 7th April, 2016

10.30 am to 12.30 pm

EXPORT MANAGEMENT-II UM06EBBA04

Total marks: 60

Note: 1. All questions have internal options.
2. Figures to the right indicate full marks.

- Q.1** Write a note on
1. Export Product Packaging 07
2. Importance of Product Positioning in Export 08
OR
- Q.1** Define Product Standardisation. Explain the advantages and disadvantages of Product Standardisation in Export business. 15
- Q.2** Write a note on
1. Export Pricing Methods 08
2. Factors affecting Export Pricing 07
OR
- Q.2** Write a note on INCOTERMS 2000. 15
- Q.3** Write a note on Post-shipment Finance (Features and Procedure) 15
OR
- Q.3** Write a note on
1. Marine Insurance 08
2. EXIM Bank 07
- Q.4** Discuss the Export Procedure to fulfill Export order successfully. 15
OR
- Q.4** Write a note on Export Documentation. 15
