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No. of printed pages : 1

SARDAR PATEL UNIVERSITY
B.B.A. General (VI Semester) Examination
Saturday, 8th April 2017
10.00 am - 12.00 pm
UM06EBBA04 : Export Management - II

Total Marks: 60

Q.1 What do you mean by product planning? Discuss various product adaptation strategies with examples. (15)

OR

Q.1 Write note on : (15)
(i) Steps of product positioning
(ii) Importance of packaging

Q.2 (A) Explain the following Terms: (10)
(i) FOB (ii) CIF (iii) EXW (iv) CIP (v) FAS

(B) Explain in brief skimming and penetration strategies. (05)

OR

Q.2 What is export pricing ? Discuss various factors affecting export pricing in detail. (15)

Q.3 Write note on: (15)
(i) Preshipment Finance
(ii) EXIM Bank
(ii) Marine Insurance

OR

Q.3 Describe various methods of payment in exports in detail. (15)

Q.4 Explain the following export documents : (15)
(i) Bill of Lading
(ii) Letter of Credit
(iii) Packing note and List

OR

Q.4 Discuss in detail various steps followed by an exporter while exporting his goods. (15)
