

SEAT No. _____

No. of Printed Pages : 1

[2/A-7]

Sardar Patel University**BBA (General): Semester –VI****Date: 9/04/2018, Monday****Session: Morning****Time: 10.00 to 12.00 P.M****Subject/Course Title: Export Management-II****Subject/Course Code: UM06EBBA04****Total Marks: 60****Note : (1) Figure to the right indicate full marks of the question .**

- Q-1 A.) Explain various product adaptation strategies in brief. [07]
 B.) Write notes on: [08]
 i.) Packaging
 ii) Product planning
 OR
- Q-1 What is product positioning? Discuss various steps of product positioning. [15]
- Q-2 Explain in detail various factors affecting export pricing. [15]
 OR
- Q-2 A.) Discuss any one export pricing method with its strategies. [09]
 B.) Explain following INCO terms: [06]
 i) FOB
 ii) CIF
 iii) EX works (EXW)
- Q-3 What do you mean by Pre-shipment finance? Discuss various modes of payment in exports. [15]
 OR
- Q-3 Write short notes on: [15]
 1.) EXIM Bank
 2.) Marine insurance
- Q-4 Describe the procedure to be followed by the exporter in India. [15]
 OR
- Q-4 Explain the following documents in brief: [15]
 i) Letter of credit
 ii) Bill of lading
 iii) Shipping bill and Mates receipt