

**BACHELOR OF BUSINESS ADMINISTRATION**  
**Fifth Semester (Repeat)**  
**EXPORT MARKETING**  
**(BBA – 24 B)**

**Duration: 3Hrs.**

**Full Marks: 70**

Part-A (Objective) =20  
Part-B (Descriptive) =50

**(PART-B: Descriptive)**

**Duration: 2 hrs. 40 mins.**

**Marks: 50**

**Answer any four from Question no. 2 to 8**  
**Question no. 1 is compulsory.**

1. What do you understand by Pre Shipment as well Post Shipment Finance? What are the different types of Pre Shipment Finance? (2+3+5=10)
2. What do you mean by ADS? What are the different advantages of ADS? What are the main objectives? (3+5+2=10)
3. What do you mean by Auxiliary Documents? Why are they required? Explain any five of them. (3+2+5=10)
4. What is meant by SEZ? When was it introduced by Indian Government? Mention any of its two advantages. (5+3+2=10)
5. What are INCOTERMS? Why is it required? Explain any three. (5+2+3=10)
6. Why is Regulatory Documents required? Explain any two Regulatory forms, one prescribed by RBI and other prescribed by Central Excise. (5+3+2=10)
7. What are letters of Credit? How is it different from Bills of Exchange? Why are both required? (3+3+2+2=10)
8. What is Free Trade and Warehousing Zones (FTWZ)? What is Market Development Association? (3+3+2+2=10)

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**BACHELOR OF BUSINESS ADMINISTRATION**  
**Fifth Semester (Repeat)**  
**EXPORT MARKETING**  
**(BBA – 24 B)**

**Duration: 20 minutes**

**Marks – 20**

**(PART A - Objective Type)**

**I. Choose the correct answer:**

**1.5×10=15**

1. Free Alongside Ship is termed under INCOTERM as:
  - a) FCA
  - b) FOB
  - c) FAS
  - d) None of the above
2. An exporter that needs money immediately may obtain a bank loan that is secured by an assignment of account receivable:
  - a) Cross border factoring
  - b) Accounts receivable financing
  - c) Medium term capital goods financing
  - d) Letters of credit
3. The Export Policy is also known as:
  - a) Import Policy
  - b) Export Policy
  - c) EXIM policy
  - d) Transport Policy
4. One of the following is also known as Dock Challan:
  - a) Vehicle Ticket
  - b) Freight Payment Certificate
  - c) Port Trust Copy of shipping bill
  - d) Shipping bill of export
5. One of the following Regulatory Form is prescribed by RBI:
  - a) ARE Form
  - b) Insurance Premium Payment Certificate
  - c) GR Form
  - d) Freight Payment Certificate
6. One of the following is a Principal Document:
  - a) Proforma Invoice
  - b) Insurance Premium Certificate
  - c) Shipping Bill
  - d) Insurance certificate

7. Another name for DDP in INCOTERM is:  
a) CPT  
b) DAT  
c) DTP  
d) DAP
8. A methodology for creating information as a set of standardized forms is known as:  
a) FAS  
b) ADS  
c) FCA  
d) None of the above
9. Selected towns which are highlighted because of producing goods of worth more than a crore are called :  
a) TVFS  
b) MAI  
c) TEE  
d) None of the above
10. The SEZ scheme was introduced by Government of India in the year :  
a) 2004  
b) 1998  
c) 2000  
d) 1995

**II. Explain in one line (any five):**

**1×5=5**

1. ECGC:

2. ADS:

3. Bill of Lading:

4. Mate receipt:

5. Certificate of Origin:

6. Packing List:

7. GRE Form:

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