

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (4) – EXAMINATION – WINTER 2016**Subject Code: 2840502****Date: 25/10/ 2016****Subject Name: EXPORT-IMPORT POLICY, PROCEDURE AND DOCUMENTATION (EIPPD)****Time: 02:30pm to 05:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 The document is used for quotation rather than payment purposes. 6**(a)**

The document is used for quotation rather than payment purposes.

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|----|----|-----------------------|----|------------------|
| 1. | A. | commercial invoice | B. | proforma invoice |
| | C. | insurance certificate | D. | bill of lading |

The simplest type of countertrade is.

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|----|----|-----------------|----|-----------------|
| 2. | A. | counterpurchase | B. | parallel barter |
| | C. | barter | D. | buyback |

This document certifies that the merchandise was in good condition immediately prior to shipment.

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|----|----|--------------------------|----|------------------------|
| 3. | A. | certificate of origin | B. | inspection certificate |
| | C. | special purpose document | D. | insurance certificate |

This is the international system used to classify exported products.

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|----|----|---------------------------------|----|------------------------------|
| 4. | A. | Harmonized Tariff Schedule (HS) | B. | Schedule X |
| | C. | Schedule A | D. | Brussels Tariff Nomenclature |

This method of payment presents the least risk to an exporter.

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|----|----|--------------|----|------------------|
| 5. | A. | sight draft | B. | time draft |
| | C. | open account | D. | letter of credit |

This kind of letter of credit gives the exporter maximum security and minimum delay in receiving payment.

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|----|----|---------------------------|----|-----------------------------|
| 6. | A. | revocable and confirmed | B. | revocable and unconfirmed |
| | C. | irrevocable and confirmed | D. | irrevocable and unconfirmed |

Q.1	(b)	Write Short note on the following: a) ECGC b) DGFT c) D/P d) D/A	04
Q.1	(c)	Write a brief note on Export Promotion Council?	04
Q.2	(a)	Explain WTO & its impact on economy of INIDA?	07
	(b)	Describe the role of communication with foreign customers in Exports?	07
		OR	
	(b)	What do you mean by INCOTERMS and explain any five INCOTERMS?	07
Q.3	(a)	Briefly describe the types of Export Pricing?	07
	(b)	Explain the Shipment Procedure in Exports?	07
		OR	
Q.3	(a)	What do you mean by SEZ's? How they are helpful to Indian exporters?	07
	(b)	What do you understand by L/C? Explain various types of L/C?	07
Q.4	(a)	Which are the major factors affecting the supply chain management in international market?	07
	(b)	You wish to enter in Export Business. How you will start the same?	07
		OR	
Q.4	(a)	Explain the procedures of customs clearance of import cargo.	07
	(b)	Describe export incentives for Indian exporters.	07

Q.5	<p style="text-align: center;">Case Study</p> <p>WHOSE BASMATI IS IT?</p> <p>Basmati is aromatic rice grown in northern India and Pakistan. In September 1997, Rice Tec, a small food technology company based in Texas, united states was granted a patent by the US patent office to call an aromatic rice variety developed in USA basmati. India challenged the case, arguing that basmati is unique aromatic rice grown in Northern India, and not a name rice Tec could claim. In fact only inventions can be patented. Consequently, the US patent office accepted India's basic position, and Rice Tec had to drop 15 of the 20 claims that it had made. Of the remaining claims, Rice Tec managed to evolve three new varieties of rice for which it got patent from United States Patent and Trademarks Office (USPTO), as India had not objected to these. The ruling has not handed over Rice Tec the basmati brand. Rather, it provides it a patent for superior three strains of basmati developed by cross breeding a Pakistani basmati with a semi-dwarf American variety.</p> <p>According to the WTO agreement, geographical indications like basmati can be legally protected and their misuse can be thus prevented. The unfortunate thing is that government of India has not taken timely steps for protecting our geographical indications and bio-diversity. Although a Geographical Indication of Goods Bill was introduced in India parliament in 1999, even at the end of 2001 it had not become an Act.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Can any of the following, viz., turmeric, neem and the name basmati be patented. Substantiate your answer. 2. Evaluate the role played by the Government of India in preventing the misuse of the name basmati. 	14
	OR	

Q.5	<p style="text-align: center;">Case Study</p> <p>Japan to Apple's iPhone: "No Thanks"</p> <p>The new version of Apple's iphone has generally been a strong seller worldwide, except in Japan. While some analysts had estimated that Apple would sell a million units of its latest iphone in Japan, revised estimates put the number at more like 500,000 phones. So what's the problem? The phone uses the faster 3G network and offers a touch screen. And Apple iPods and computers are popular in Japan.</p> <p>Well, it turns out that apple iphone's use of the 3G network is not a big deal in Japan, because 3G access has been a standard feature on Japanese cell phones for several years. And as far as the touch screen is concerned, some Japanese consumers feel that would have problems getting used to it. Perhaps the biggest hurdle facing Apple, however, is what the iphone doesn't have. Remember, Japanese consumers enjoy some of the world's most technologically advanced cell phone features, such as "a high-end color display, digital TV –viewing capability, satellite navigation service, music player and digital camera." Another "must have" feature in Japan, lacking in the iphone, is "emoji," which is clip art that can be inserted into sentences to make e-mails more attractive. In addition, many mobile phone in Japan allow their users to use their phones as debit cards or train passes.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Did apple err in trying to sell its latest iphone in Japan? 2. Is the Japanese cell phone market similar to the cell phone markets in other countries? 	14
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