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**6750**

Register Number:

Name of the Candidate:

**M.Com. DEGREE EXAMINATION, May 2015**

**(ENTREPRENEURSHIP)**

**(SECOND YEAR)**

**240/640. EXPORT MARKETING**

**(Old & New Regulation)**

Time: Three hours

Maximum: 100 marks

**SECTION -A**

**(5 × 8 = 40)**

**Answer any FIVE questions**

1. Write the scope for export marketing.
2. Narrate the features of branding.
3. Give the importance of transfer pricing.
4. What are the features of 100% EOU?
5. Bring out the features of EXIM Policy.
6. Enumerate the types of export channel system.
7. List out the objectives of Export Credit Guarantee Corporation.
8. Describe the needs for State Trading Corporation of India.

**SECTION -B**

**(3 × 20 = 60)**

**Answer any THREE questions**

9. Discuss the barriers of export marketing in detail.
  10. Describe the stages of new product development in detail.
  11. Narrate the advantages and disadvantages of direct exporting.
  12. Explain the salient features of export policy.
  13. Elaborate the functions of EXIM Bank in detail.
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