



**B.TECH DEGREE EXAMINATIONS: DEC 2022**

(Regulation 2018)

Seventh Semester

**FASHION TECHNOLOGY**

U18FTE0017: Apparel Export Management

**COURSE OUTCOMES**

- CO1:** Demonstrate knowledge on need for exports and export trade statistics  
**CO2:** Illustrate the steps involved in setting up export business and export correspondence and negotiation  
**CO3:** Examine the EXIM policy and export promotion schemes  
**CO4:** Research the sources for export finance and analyze the export payment terms  
**CO5:** Demonstrate knowledge in export documentation and procedures  
**CO6:** Evaluate the requirements of export negotiation and different incentive options on exports

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-  
PART A (10 x 2 = 20 Marks)  
(Answer not more than 40 words)**

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|--|-----|-------------------|
| 1. Outline the significance of WTO on trade practices and policies.  | CO1 | [K <sub>2</sub> ] |
| 2. List the steps taken by the Indian government to promote apparel product export.                        | CO1 | [K <sub>1</sub> ] |
| 3. How the EXIM bank can enhance its financial resource?   | CO3 | [K <sub>1</sub> ] |
| 4. Relate the resources that need to be considered for export sales and business negotiation.              | CO2 | [K <sub>2</sub> ] |
| 5. Find out the purpose of implementing an export-import policy.   | CO3 | [K <sub>1</sub> ] |
| 6. Name a few export promotion councils related to the export promotion of textile and apparel industries. | CO2 | [K <sub>1</sub> ] |
| 7. Write the factors included in exchange control related to garment industries.                           | CO4 | [K <sub>3</sub> ] |
| 8. Narrate the usual payment terms used in an export transaction.  | CO4 | [K <sub>4</sub> ] |
| 9. List the three types of marine insurance and write their features.                                      | CO5 | [K <sub>1</sub> ] |
| 10. List any two international care labeling details.  | CO6 | [K <sub>1</sub> ] |

**Answer any FIVE Questions:-  
PART B (5 x 16 = 80 Marks)  
(Answer not more than 400 words)**

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|-----|----|---|-----|-------------------|
| 11. | a) | Analyze the functions of WTO with reference to setting up healthy international trade.  | CO1 | [K <sub>3</sub> ] |
|     | b) | Discuss different modes and possibilities of implementation of international markets in textiles and apparel.   | CO1 | [K <sub>4</sub> ] |
| 12. | a) | Is the export business profitable in India? List steps that need to be followed while starting a garment export business in India and explain each step with relevant examples.     | CO2 | [K <sub>5</sub> ] |
|     | b) | Will it be worth enough to consider the incoterms in international business? Describe the terms of incoterms and types used in the development of international trade and business. | CO2 | [K <sub>4</sub> ] |
| 13. | a) | Summarize the schemes implemented by GOI to promote export and import. Explain in detail with suitable examples.  | CO3 | [K <sub>2</sub> ] |
|     | b) | Explain the highlights of EXIM policy   | CO3 | [K <sub>2</sub> ] |
| 14. | a) | Classify the various types of letter of credit and explain each LC with suitable examples.  | CO4 | [K <sub>2</sub> ] |
|     | b) | How to open a back-to-back L/C in the garment export business? Draw the process flow and explain each stage with its salient features.  | CO4 | [K <sub>6</sub> ] |
| 15. | a) | Among the list of export documents, choose the appropriate principal documents required for garment exports and explain the importance of each document.                            | CO5 | [K <sub>5</sub> ] |
|     | b) | List the auxiliary documents used in export transactions. Suggest the list of suitable auxiliary documents for apparel exports.   | CO5 | [K <sub>4</sub> ] |
| 16. | a) | Elaborate on the export documents required for negotiation and the applications that need to be submitted for realization of export proceeds?                                       | CO6 | [K <sub>2</sub> ] |
|     | b) | Discuss the document proof requirements and applications for claiming export incentives.  | CO6 | [K <sub>2</sub> ] |

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