



**B.TECH DEGREE EXAMINATIONS: NOV/DEC 2023**

(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 need for international trade.  | CO1 | [K <sub>1</sub> ] |
| 2. How does AEPC help in improving apparel exports?   | CO1 | [K <sub>1</sub> ] |
| 3. Differentiate between collaborative and competitive negotiating strategies.  | CO2 | [K <sub>2</sub> ] |
| 4. Construct the organization chart for an export business industry.  | CO2 | [K <sub>2</sub> ] |
| 5. State the objectives and special features of free trade zone (FTZ).  | CO3 | [K <sub>1</sub> ] |
| 6. Distinguish between duty drawback and duty entitlement passbook.   | CO6 | [K <sub>4</sub> ] |
| 7. How does ECGC help exporters?  | CO4 | [K <sub>1</sub> ] |
| 8. "Letter of Credit is one of the most secure methods of payment which is used in international exports". Justify the statement. | CO4 | [K <sub>5</sub> ] |
| 9. What is a proforma invoice? State its importance.  | CO5 | [K <sub>1</sub> ] |
| 10. Mention the need for export documentation.  | CO5 | [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) Perform a SWOT analysis on Indian textile and apparel industry with respect to exports. | 12 | CO1 | [K <sub>5</sub> ] |
|--|----|-----|-------------------|

	b)	Summarize the role of WTO in international trade.	4	CO1	[K <sub>2</sub> ]
12.	a)	Analyse in detail the various factors involved in product planning for export markets.	12	CO2	[K <sub>4</sub> ]
	b)	Compare the FOB, FAS and CIF INCO terms with respect to the responsibilities of buyers and sellers.	4	CO2	[K <sub>5</sub> ]
13.	a)	Appraise the scope of market development assistance and market access initiative in improving textile and apparel exports.	12	CO3	[K <sub>5</sub> ]
	b)	List the highlights of EXIM policy of 2008-2013.	4	CO3	[K <sub>4</sub> ]
14.	a)	Explain the various payment terms of export in detail.	10	CO4	[K <sub>2</sub> ]
	b)	What is forfeiting? List the advantages of it to exporters.	6	CO4	[K <sub>2</sub> ]
15.	a)	List the principal commercial export documents and explain any 3 of them in detail.	12	CO5	[K <sub>3</sub> ]
	b)	Identify the various types of tests done for export packages and explain them briefly.	4	CO5	[K <sub>3</sub> ]
16.	a)	Enumerate and briefly explain the various documents used for bank negotiation for realizing export proceeds.	10	CO6	[K <sub>2</sub> ]
	b)	Briefly explain the procedure for claiming duty drawback.	6	CO6	[K <sub>2</sub> ]

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