

A 1256

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2007.

Seventh Semester

Fashion Technology

FA 228 — EXPORT DOCUMENTATION AND GLOBAL MARKETING

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What do you mean by Letter of Credit?
2. Outline the factors influencing counter Trade Growth.
3. Define Trade Blocks.
4. Differentiate between Domestic Trade and International Trade.
5. Brief on “Balance of Payment” with an example.
6. Indicate the dynamics of Foreign Exchange Market.
7. Outline the concessions extended to SEZ units.
8. Outline the import obligation related to import of second hand textile machinery.
9. What do you mean by Bill of Lading?
10. List out the documents required for claiming export assistance.

PART B — (5 × 16 = 80 marks)

11. (a) Elaborate on the credits available to an exporter.

Or

- (b) Write note on the following :

- (i) Counter Trade Growth (8)
- (ii) Payment terms in international marketing. (8)

12. (a) Write in detail about trade blocks of Asian continent and their implications.

Or

- (b) Discuss about export marketing with respect to environment and ethics.
13. (a) Write in detail about the role of commercial banks in the growth of export trade.

Or

- (b) Explain about the mechanism of Foreign Exchange control. Highlight about deficit in Balance of Payment.
14. (a) Elaborate on India's Foreign Trade Policy with respect to garment industry.

Or

- (b) Write a note on the following :
- (i) Anti-dumping duty (8)
- (ii) Export duty. (8)
15. (a) Explain about Export Documentation procedure related to garments in detail.

Or

- (b) Write a note on the following :
- (i) International codes for Garments. (8)
- (ii) Documents for Export Assistance. (8)
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