

J 1181

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2006.

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. Enlist the various types of L/C and state who are the parties of L/C?
2. Define counter trade growth and identify the factors responsible for the same.
3. Name the trade blocks in which USA is a member, and identify other members in each block.
4. What are the differences between export marketing and domestic marketing?
5. Enlist the factors affecting BOP.
6. How the exporter is protected from the fluctuations in foreign exchange market?
7. What is the export obligation of EOUs and SEZ/EPZ units with respect to import of capital goods and raw material?
8. What is the entitlement and concessions extended to DTA units for supplying goods to EOUs?
9. What is the purpose of certificate of origin?
10. Differentiate between mate receipt and bill of lading.

PART B — (5 × 16 = 80 marks)

11. Explain the procedure to be followed in the export of garments, enlightening the various documents to be raised.
12. (a) (i) Enlist the various preshipment and postshipment credits available to an exporter. (4)
(ii) Define packing credit and explain its various formalities. (12)
- Or
- (b) (i) Enlist the different terms of payment in export marketing. (2)
(ii) Explain the role of Exim bank. (14)
13. (a) (i) Give an account of any two important trade blocks of Asian continent. (4)
(ii) Discuss the implications of trade blocks. (12)
- Or
- (b) Define FEMA and explain the mechanism of foreign exchange control.
14. (a) Explain BOP and discuss the various measures to be taken for controlling the deficit in BOP and strengthening the position.
- Or
- (b) Discuss the role of commercial banks in the growth of export trade.
15. (a) Discuss the schemes of duty exemption and duty remission of Foreign Trade policy.
- Or
- (b) Write short notes on :
- (i) Duty draw back
(ii) CCS and
(iii) Export houses.
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