

A 286

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2005.

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. Define the term "packing credit".
2. Identify the sources of short, medium and long term export credits.
3. Enlist the various regional trade blocks giving the names of the member states in each block.
4. Enlist the functions of foreign exchange market.
5. Define the term "anticipatory letter of credit".
6. Give the functions of Exim Bank.
7. Enlist the various risks under standard policy.
8. What are the prerequisites on the part of the central government before the announcement of export import policy?
9. What are the various documents to be submitted for claiming export assistance?
10. What is the purpose of international codes?

PART B — (5 × 16 = 80 marks)

11. Explain the various aspects of Inco terms.

12. (a) Discuss the various aspects of balance of payments.

Or

(b) Discuss how various environments affects the international trade.

13. (a) Explain the various factors influencing exchange rate in global marketing.

Or

(b) Discuss the various functions of foreign exchange market.

14. (a) Discuss the pros and cons of Exim policy 2002 – 2007 in the context of growth of Indian apparel industry.

Or

(b) Discuss the role of commercial banks in export trade.

15. (a) Explain the various principal documents to be raised in the export of apparels.

Or

(b) Explain the various types of letter of credit.
