

MBA in SIBFT Sem.-2 Examination

SIBFT-208

Export Marketing

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

- Q1 i) What is export marketing? Share the factors influencing export performance. [14]
 ii) Explain the types of Indirect Export Modes of entry in international expansion with example

- Q2. Answer both the questions (7 marks each) [14]
 i) What is partnering strategies. Share the benefits with example.
 ii) What are Legal Implications for Export Activities?

OR

- Q2 Discuss the importance of managing logistics and supply chain in exporting. Explain the role of inventory management and transportation in ensuring efficient export operations. Support your answer with relevant examples. [14]
- Q3 How did McDonald's adapt to cultural difference in India? Explain how understanding local culture plays a crucial role in international expansion using McDonald's as an example. [14]

OR

- Q3. What is Incoterm? Explain all the major Incoterm used in international trade and discuss the benefits of each from the buyer's and seller's perspectives [14]

- Q4 Answer any two: (7 marks each) [14]
 i) What is Negative list in exports? Describe types of items included in the negative list.
 ii) Share Role of directorate general of foreign trade (DGFT)
 iii) Explain Indian foreign trade policy

- Q5 Answer all question (2 marks each) [14]

- I. What are deemed exports?
- II. Types of partnering strategies
- III. What is global marketing?
- IV. What is Private source of finance?
- V. Share Screening Stages in Selecting Export Markets
- VI. Share Sources of Government Assistance
- VII. What is status Holder? Share benefits to status holders

..... End Paper.....