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**NA—29—2022**

**FACULTY OF COMMERCE**

**B.Com. (Fourth Semester) EXAMINATION**

**MAY/JUNE, 2022**

**(New Course)**

**FOREIGN TRADE PRACTICES AND PROCEDURE**

**Paper (UGCVC-FT-VII)**

**(Elements of Export Marketing-II)**

**(Friday, 3-6-2022)**

**Time : 2.00 p.m. to 5.45 p.m.**

*Time— 3.45 Hours*

*Maximum Marks—75*

*N.B. :— (i) Question No. 1 is compulsory.*

*(ii) Attempt all the questions.*

1. Explain the meaning, need and importance of Export. 20

2. Meaning and Functions of Distribution channels. 15

*Or*

Write down International Marketing process and Techniques.

3. Write down problems faced by Export Countries. 15

*Or*

Explain the Export Promotion Council in detail.

4. Explain the Federation of Indian Export Organizations (FIEOs). 15

*Or*

Explain the Indian Trade Promotion Organization (ITPOs).

5. Write short notes (any two) : 10

(a) STC

(b) Joint Ventures

(c) Licensing

(d) Advertisements.

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