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**LA—23—2023**

**FACULTY OF COMMERCE**

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

**NOVEMBER/DECEMBER, 2023**

**FOREIGN TRADE PRACTICES AND PROCEDURES**

**Paper UGCVC-FT-VII**

**(Elements of Export Marketing–II)**

**(Thursday, 30-11-2023)**

**Time : 2.00 p.m. to 5.00 p.m.**

*Time—Three Hours*

*Maximum Marks—75*

*N.B. :- (i) Q. No. 1 is compulsory.*

*(ii) Attempt all questions.*

1. Define Export. Write need and importance of export marketing at firm and national level. 20

2. What is Distribution Channel ? Write functions of distribution channel. 15

*Or*

Write International marketing process and technique. 15

3. What is Advertisement ? Write importance of advertisement and publicity. 15

*Or*

Write mode of entering into overseas market. 15

4. Define Direct Exporting. Write its advantages and disadvantages. 15

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Or

Elaborate the concept of export. Write procedure of export. 15

5. Write short notes on (any two) :

(i) Problems faced by exporting country 5

(ii) State trading corporations (STC) 5

(iii) Indian Trade Promotion Organisations (ITPOs) 5

(iv) Joint Venture. 5

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