TY BCOM SEM V/PAPER CODE: 23116/EXPORT MARKETING QUESTION PAPER

L.	EX	port marketing means									
	a)) Goods beyond the national Boundaries									
	b)) Services beyond the national Boundaries									
	c)	Goods and services beyond the na	ational Bo	undaries							
	d)	Goods and services within Nation	al Bounda	ries.							
2.	In	Export marketing, marketing operations are on large scale in order to have									
	a)	Proper production and distribution of goods.									
	b)	Economics of large scale production and distribution of goods.									
	c)	To prevent domestic economy									
	d)	To prevent Foreign economy									
3.	Ex	port Marketing is controlled by									
	a)	National Forums	b)	Internationa	l Forums						
	c)	Export consortia	d)	State Govern	nment						
4.	Lai	rge scale exports help to solve									
	a)	Domestic problems	b)	Balance of p	ayment problems						
	c)	Political problems	d)	Economic of	Scale						
5.	Со	composition of India's Export can be viewed by									
	a)) Merchandise / commodities / servicer exports									
	b)	Direction of exports									
	c)	Region wise Exports									
	,	National Forum.									
5 .	Ex	port marketing is	in cha	aracter.							
	a)	Flexible b) In elastic	c)	Static	d) Neutral						
7.	Ва	se of Global trade is									
	a)	Domestic dependence	b)	Internationa	l dependence						
	c)	Foreign direct investment	d)	Local Marke	t						
3.	Inc	dia's Exports are									
	a)	More than imports	b)	Less than im	ports						
	c)	Equal to imports	d)	Both and A a	and B						
9.	Tra	ade Barriers includes									
	a)	Tariff barriers only	b)	Non-Tariff ba	arriers only						
	c)	Tariff and non-Tariff Barriers	d)	Barriers of G	lobal Trade						

10	. Tra	ade Barriers are treated as major instrum	ent	s which frames				
	a)	Trade policy of a country	b)	Strategic policy of the firm				
	c)	Political policy	d)	Economic Policy				
11. Tariff Barriers are known as								
	a)	Micro barriers	b)	Macro barriers				
	c)	Quantitative barriers	d)	Qualitative barriers				
12	.No	n-tariff Barriers are known as						
	a)	Macro barrier	b)	Micro barrier				
	c)	Qualitative barriers	d)	Quantitative barriers				
13	. Tra	ansit Duty is imposed on a commodity wh	nen	it				
	a)	Crosses local boundaries within the cour	ntry	,				
	b)	National Boundaries of a country						
	c)	Crosses interstate Boundaries						
	d)	International Boundaries of a country						
14	·	Duty is imposed at fixed perce	ent	age on the value of imported				
	COI	mmodities who's value cannot be easily d	lete	ermined.				
	a)	Ad velorem duty	b)	Anti dumping duty				
	c)	Counter vailing duty	d)	Sliding scale duty				
15	.Co	mpound duty is the combination of						
	a)	Sliding scale duty + counter vailing duty	b)	Revenue Tariff + protective Duty				
	c)	Specific duty + antidumping duty	d)	Specific duty + advalorem duty				
16	.No	n tariff Barriers are						
	a)	Micro barriers in nature	b)	Qualitative barriers				
	c)	In visible in nature	d)	Quantitaive barriers				
17	. Cu	stom Quota combines						
	a)	Features of Tariffs as well as quotes	b)	Features of Tariffs only				
	c)	Features of Quotas only	d)	Both b and c.				
18	.Qu	otas which are fixed after due negotiation	n be	etween exporting and importing				
	CO	untries are called						
	a)	Custom quota	b)	Unilateral quota				
	b)	Bilateral quota	d)	Multilateral quota				
19	.Fol	lowing is the example of non Tariff Barrie	rs _					
	a)	Revenue tariff	b)	Protective tariff				
	c)	Transit Duty	d)	Quotas and License				

20.F	oll	lowing is the example of Tariff barrie	ers			_				
ā	a)	Trading Blocs		b) Consular formalities						
C	c)	Prior import deposit		d)) Anti dumping Duty					
21.E	Eur	opean union is established in								
á	a)	1 st January 1958		b)	1 st marc	h 1968				
(c)	1 st January 1994		d) 8 th August 1967						
22.F	oll	lowing country is not included in Eur	opea	an u	ınion		_			
ā	a)	France b) Italy	c) E	3elg	gium	d)	Singapore			
23.1	nd	ia is not a member of	-							
ā	a)	SAARC b) ASEAN	c)	BR	ICS	d)	FATP			
24.	TR	IP's stands for								
ā	a)	Trade related international property	y Rig	hts						
k	၁)	Trade related intellectual property I	Right	ts						
C	c)	Trade related intellectual perception	n rigl	hts						
C	(k	Trade related international percept	ion r	igh	ts					
25.	TR	IM'S stand for								
á	a)	Trade related investment measure								
k	၁)	Trade related international measure	е							
C	c)	Trade related intellectual measure								
C	(k	Trade related international measure	е							
26.	GΑ	T's stands for								
á	a)) Generalised agreements in trade and services								
k	၁)	Generalised agreements about transport system								
(c)	General agreement on trade in services								
C	d)	General agreement on tariff structu	ire							
27.	AO	A in WTO stands for								
ā	a)	Articles of association		b)	Agreem	ent on a	griculture			
k	၁)	Articles on agriculture		d)	Associat	tion of A	rticle			
28.	Glo	obal marketing research means								
ā	a)	Marketing research related to interest	natic	nal	markets					
k	၁)	Marketing research related to national markets								
C	c)	Marketing research related to international company								
C	d)) Marketing research related to local markets								
29.	Following is the factor influencing selection of foreign markets									
ā	a)	Consumer behavior		b)	Maximu	ım risk b	aring			
(2)	Absence of middlemen		d)	Supply fo	orces				

30	. Th	e impact of r	าon-ta	ariff barr	iers								
	a)	Slow and di	rect				b)	Fast	and	indir	ect		
	c) Slow and indirect						d)) Fast and direct					
31	.Fol	lowing is ver	у роч	verful tra	de Bloc in	the	Inte	ernati	onal	Trac	de		
	a)	ASEAN		b) SAAF	RL	c)	EU			d)	SAAR	С	
32	. Glo	obal marketi	ng res	search p	rocess								
	a)	Costly and L	.engtl	ny			b)	Not	cost	ly an	d Len	gthy	
	c)	Not costly b	ut Le	ngthy			d)	Cost	tly bu	ıt no	t Leng	gthy	
33	. Ind	dia is one of t	the m	embers	of								
	a)	ASEAN		b) SAAF	RC	c)	NΑ	FTA		d)	EU		
34			Mear	ns selling	g at low pri	ce ir	ı foı	reign	in fo	reig	n marl	cets.	
	a)	Lumping		b) Dum _l	oing	c)	Ad	velor	em o	duty		d)	Slicing
35	. Th	e target for N	New F	TP 2015	-20 is put i	upto				_			
	a)	US \$1000 bi	llion				b)	US\$	800	billic	n		
	•	US \$ 900 bil					d)	US\$	1000) bill	ion		
36		EIS mainly foo											
	a)	Women – ce	entric	product	.s		b)	Men	-cen	tric p	oroduo	cts	
	-	Capital – cei					•		a ar	nd b			
37	. SE	IS scheme sh	all m	ainly app	oly to								
a) Service providers located in India													
	b) Industrial input providers located outside India.												
	•	SSI units in I											
	•	Service prov											
38		ast to "Make			_								
		To manufac					a						
	-	To manufac											
	c)	To manufac		g and se	ll the good	ls in	loca	al mai	rket				
	d)	Both a and							_				
39	. Sta	atus category	/ of o	ne star s	tatus holde	ers h	as a	a perf	orma	ance	criter	ia is	
								4			•	-11	
	•	US \$ FOB va					,	•			ıe 3 cr		
••	•	US \$ FOB va					•				ıe 200		
40. Following item which is not included in the category of prohibited item								items	under				
		gative List					۴,	b		- امرا	+o		
	•	fur of dome	stic a	nımaı			•	hun			ton		
	c)	beef					a)	exot	ic bir	as			

41. TF	RIFED is a canalizing Agency , mainly dea	als with
a)	Gum Karaya	b) Mica waste
c)	Mineral ores	d) Petroleum products
42. Th	ne item "Deoiled groundnut cakes " is in	ncluded in of Negative List of Exports.
a)	Restricted items	b) Prohibited items
c)	Canalised Agency items	d) Both a and b
43. Se	elected towns producing goods of	crores will be notified under towns
of	Excellence on the basis of potentials for	r growth in exports.
a)	₹ 1000 crores	b) ₹800 crores
c)	₹ 500 crores	d) ₹350 crores
44.Fo	r the Towns of excellence in Hand loom	sector threshold limit is
a)	₹ 150 crores	b) ₹800 crores
c)	₹ 250 crores	d) ₹300 crores
45. Bi	o Technology parks are specialized Tech	nnological park which are specialized in
		
a)	Biotechnology	b) Nano technology
c)	Capital Intensive Technology	d) Laser Technology
46.Ne	ew EOUs are exempted from payment of	f corporate Tax Bloc for years.
a)	Five years b) Seven years c)	Ten years d) One years
47.MI	DA is given to status holders in the range	e of of the actual
ex	penditure incurred by them.	
	25% to 50% b) 20% to 40% c	c) 25 % to 60% d) 40% to 75%
48.RC	CMC is issued by	
•	FIEO b) IIFI	•
49.Co	mmodity Boards operate under the adn	ministrative control of
a)	Ministry of External affairs	b) Ministry of Finance
c)	Ministry of Information and Broadcast	t d) Ministry of commerce
50. IIF	T is an autonomous body registered un	nder
a)	Society Registration Act	b) Partnership Act
c)	Companies Act	d) Contact Act