

**TYBCOM ( SEM VI ) / PAPER CODE 11116/ EXPORT MARKETING**

**QUESTION BANK**

SR NO	QUESTION	OPTION A	OPTION B	OPTION C	OPTION D	CORRECT ANSWER	
1	It refers to symbols printed on export packages.	Marking	Packaging	Branding	Designing	A	Marking
2	Formula : CIF Price =	FOB Price + Incentives	CIF Costs + Profits – DBK	C&F Price – Marine Insurance	FOB Costs + Customs @ port of destination + Profits	B	CIF Costs + Profits – DBK
3	Under FOB quotation, the following is not a responsibility of the exporter ?	Expenses upto goods loaded on board the ship	Production Management	Customs at port of Shipment	Freight Expenses	D	Freight Expenses
4	It gives an identity to the exporter and its brands sold in foreign markets.	Branding	Marking	Labelling	Packaging	A	Branding
5	FOB price ignores _____ charges	Packing	Cartage	Documentation	Insurance	D	Insurance
6	EU needs packaging requirements.	Eco-friendly	Thermoformed	Laminated	Corrugated	A	Eco-friendly
7	It refers to creating a distinct image in the minds of the audience towards a specific brand.	Positioning	Promotion	Packaging	Product Labelling	A	Positioning
8	It enables the marketer to give the most relevant brand name to the product	Branding Strategy	Corporate Branding	Company Resources	Nature of Product	A	Branding Strategy
9	Improper Packing facilitates	Packaging	Preservation of quality	Protection	Designing	D	Designing
10	It helps the customers to identify product	Brand Identification	Brand Image	Brand Promotion	Marketing	A	Brand Identification
11	The Pricing strategy of low price in the early stages of product introduction is	Petration Pricing	Rapid Skimming Pricing	Slow Skimming Pricing	Probe Pricing	A	Petration Pricing
12	Packaging does not helps in_____	Protection against damages	Preservation of quality	Promotion of product	Production of goods	D	Production of goods
13	The main objective of export pricing is _____	Maximizing the profits	Applying for Government incentives	Ease in documentation	Facilitates distribution	A	Maximizing the profits

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14	Risk in export marketing due to bad debts is known as _____ risk	Commercial	political	Legal	Cargo	<b>A</b>	<b>Commercial</b>
15	Risk which takes place on account of insolvency of the buyer	Commercial	Legal	Political	Local	<b>A</b>	<b>Commercial</b>
16	What Type of price is charged in Indirect Export	Higher	lesser	marginal	Medium	<b>A</b>	<b>Higher</b>
17	The risk insurance covered loss due to non payment of buyers.	political,	marine	commercial credit	general	<b>C</b>	<b>commercial credit</b>
18	International advertising is which type of communication across International boundaries.	personal	mechanical,	non-personal	non verbal	<b>C</b>	<b>non-personal</b>
19	In Product characteristics - product features do not include.	shape	durability	size	showroom	<b>D</b>	<b>showroom</b>
20	Almost all exporters of FMCG goods use which distribution channel	Direct channel	indirect channel	latitudinal channel	longitudinal channel.	<b>B</b>	<b>indirect channel</b>
21	The characteristic influences the choice of distribution channel in export marketing.	Global	employee moral	customer	domestic	<b>C</b>	<b>customer</b>
22	The technique to induce response from customers and intermediaries.	Labelling	Packing	Inspection	Sales promotion	<b>D</b>	<b>Sales promotion</b>
23	The disadvantage of direct exporting is	optimum production capacity	higher risk	export application	direct control	<b>B</b>	<b>higher risk</b>
24	In case of export of Diamonds which mode of transport is flexible.	Road	Sea	Rail	Air	<b>D</b>	<b>Air</b>
25	Personal selling is also known as	sponsorship	sales promotion	salesmanship	public relation	<b>C</b>	<b>salesmanship</b>
26	IN ECGC, Service Policy covers _____ of the loss suffered	0.2	0.4	0.6	0.9	<b>D</b>	<b>0.9</b>

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27	_____ risk is the potential exchange loss from outstanding obligations as a result of exchange-rate fluctuations.	Trade	Exchange	Finance	Noncompletion	A	Trade
28	_____ finances Indian joint ventures in foreign countries.	EXIM	NABARD	SIDBI	ECGC	A	EXIM
29	SIDBI provide direct finance to obtain_____ certification.	ISO 9000	Quality	ISI	Six-sigma	A	ISO 9000
30	There are high risks in _____ payment method.	Advance payment	LC	Open account	Bills of exchange	C	Open account
31	Which among the following is not a type of LC ?	Advance payment	Revocable	Confirmed	Transferable LC	A	Advance payment
32	Packing credit is generally provided for a period of _____ days	180	360	90	100	A	180
33	Direct exporting requires _____ investment	Small	Balanced	Huge	extinct	C	Huge
34	_____ value of advertising ensures consumer protection.	Attention	Suggestive	Educational	adventure	C	Educational
35	Exporters must include_____ clause in export contract.	Force majeure	Arbitration	Non-compliance	reject	B	Arbitration
36	Period of pre-shipment finance is _____ days.	45	90	180	360	C	180
37	_____ refers to export trade for which export proceeds are received in form of other products in exchange of forex.	Countertrade	Entrepot	Position trade	Swing trade	A	Countertrade
38	_____ goods are sold on deferred credit basis.	Capital	Consumer	FMCG	Deferred	A	Capital
39	_____ is issued by the Custom prevention officer for actual loading of cargo into the ship.	Let ship order	Let export order	Bill of Exchange	Letter of credit	A	Let ship order

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40	_____ a certificate issued by the trade consulate of the importer's country stating that goods of particular value are been imported from a particular country by a particular importer .	Consular Invoice	Commercial invoice	Certificate of origin	Mates receipt	<b>A</b>	<b>Consular Invoice</b>
41	Which one of the following is not a part of export documents?	Commercial invoice	Certificate of origin	Bill of entry	Mate's receipt	<b>C</b>	<b>Bill of entry</b>
42	Inspection certificate is obtained at _____ stage	Registration	Pre- shipment	Post shipment	Customs	<b>B</b>	<b>Pre- shipment</b>
43	If goods are transported through sea under the category of dutiable goods _____ colour Shipping bill is prepared.	Green	Yellow	White	Pink	<b>B</b>	<b>Yellow</b>
44	_____ certifies the consular invoice	Consulate	IIP	DGFT	EPC	<b>A</b>	<b>Consulate</b>
45	Imported goods meant for re-export and laying in the bonded warehouse uses this shipping bill _____	Drawback	Free	Ex-bond	Dutiable	<b>C</b>	<b>Ex-bond</b>
46	_____ is used in land transport .	Shipping bill	Bill of export	Bill of exchange	Mates receipt	<b>B</b>	<b>Bill of export</b>
47	_____ of lading is the bill were the freight is already paid by the exporter.	Clean bill	Direct Bill	Freight paid Bill	Freight collect Bill	<b>C</b>	<b>Freight paid Bill</b>
48	_____ is obtained in order to protect the cargo from perils on high sea.	Marine insurance policy	Export Credit Guarantee Corporation	Trade risk	Excise clearance	<b>A</b>	<b>Marine insurance policy</b>
49	_____ Number is 10-digit number generated by Directorate General of Foreign Trade.	Important Exporter Code (IEC)	Permanent Account Number (PAN)	Aayaat Niryaat Form (ANF)	General Index Registration (GIR)	<b>A</b>	<b>Important Exporter Code (IEC)</b>
50	Clearing & Forwarding agent / Custom house agent works on _____ basis	Commission	Salary	Wages	Bond	<b>A</b>	<b>Commission</b>