

Time : 2 hrs

**CODE - RISER**

Mark : 60

- Note : 1) **Attempt all questions**  
2) **Figures to the right indicate marks.**

- Q.1** a) Give out the reasons for the poor growth of India's export. **10**  
b) Distinguish between domestic marketing and export marketing. **5**

**OR**

- Q.1** a) What aspects of international marketing would you emphasise while exploring the world markets ? **10**  
b) Explain arbitration and its advantages. **5**

- Q.2** a) What is meant by import substitution ?  
Outline the advantages of import substitution **8**

- b) Name any five documents used in export trade and explain the shipping bill in detail. **7**

**OR**

- Q.2** a) Outline the procedure to obtain ECGC cover and to settle claims. **8**  
b) What is meant by export promotion organisations ? Describe its features. **7**

- Q.3** a) Write a note on State Trading Corporation. What are the services provided by STC to exporters ? **8**  
b) Discuss customs procedure to ship goods from India. **7**

**OR**

- Q.3** Discuss the procedure of import trade. **15**

- Q.4** **Write short notes on the following (any three)** **15**

- 1) Export Processing Zones.
  - 2) Principles of WTO.
  - 3) Commercial invoice.
  - 4) Commodity boards.
  - 5) Limitations of international marketing.
  - 6) SEZs.
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