
Note: All questions are compulsory and each question carries 2 marks each.

- _____ is the responsibility of the manufacturer for repairs.
 - Warranty,
 - Service,
 - Maintenance,
 - Offer.
- Before entering into export market, _____ policy is the most important decision to take.
 - Production,
 - Product,
 - Marketing,
 - Promotion.
- _____ is pre-measured and pre-weighted.
 - Labelling,
 - Handling,
 - Containment,
 - Marketing.
- Label is a _____ matter.
 - written,
 - printing,
 - embossed,
 - rough.
- Marking is putting some _____ on the packages.
 - symbols,
 - identification,
 - cover,
 - package.
- Export business flourishes on _____ sales.

- a) credit, b) online,
c) promotion, d) advance.
7. High value products use _____ channel.
a) direct, b) indirect,
c) intermediary, d) distribution.
8. During recession exporters use _____ channels.
a) shorter, b) longer,
c) longest, d) middle.
9. Direct exporting requires _____ investments.
a) small, b) balanced,
c) huge, d) less.
10. Indirect channel _____ risks.
a) reduce, b) increase,
c) multiple, d) added.
11. Logistics is the base on flow of _____ to give knowledge to managers.
a) funds, b) information,
c) feedback, d) materials.
12. Energy conservation and reducing _____ are also exporters' responsibility.
a) investments, b) carbon,
c) damages, d) profit.
13. Document against payment uses _____.
a) bank draft, b) rough draft,
c) sight draft, d) fresh draft.
14. Letter of credit is a _____ of sale.
a) promise, b) agreement,
c) contract, d) note.
15. _____ is a type of counter trade.
a) Buyback, b) Futures,
c) Spot, d) Forward.
16. Pre-shipment finance provides _____ capital.
a) fixed, b) working,
c) floating, d) borrowed.
17. Banks grant pre-shipment finance based on _____.

- a) surety, b) creditworthiness,
- c) commitment, d) guarantee.
18. Post shipment finance bridges the gap between _____ of goods and realization of payment.
- a) production, b) procurement,
- c) shipment, d) realization.
19. _____ is management of the flow of goods between the point of origin and point of consumption.
- a) Logistic, b) Warehousing,
- c) Packing, d) Promotion.
20. IEC number is granted by _____.
- a) EPC, b) DGFT,
- c) EIC, d) IIFT.
21. Exporters must obtain PAN based _____ from Director General of Foreign Trade.
- a) ANF, b) VAT,
- c) BIN, d) ITN.
22. Inspection certificate is obtained at _____ stage.
- a) registration, b) pre-shipment,
- c) post shipment, d) during shipment.
23. Rejection note is issued by _____.
- a) EIA, b) Preventive Officer of Customs,
- c) Shipping Company, d) Port Trust.
24. _____ is prepared in five copies.
- a) Packing list, b) Shipping bill,
- c) Bill of leading, d) Commercial Invoice.
25. _____ gives permission to load the cargo into the ship.
- a) Bill of lading, b) Let export order,
- c) Let ship order, d) Carter order.

Answer Key: Export Marketing- II – MCQ Paper - Set.1: – (A)

1. a) Warranty,
2. b) Product,
3. b) Containment,
4. b) printing,
5. b) identification,
6. a) credit,
7. a) direct,
8. a) shorter,
9. c) huge,
10. a) reduce,
11. b) information,
12. b) carbon,
13. c) sight draft,
14. c) contract,
15. a) Buyback,
16. b) working,
17. b) creditworthiness,
18. c) shipment,
19. a) Logistic,
20. b) DGFT,
21. c) BIN,
22. b) pre-shipment,
23. a) EIA,
24. b) Shipping bill,
25. c) Let ship order.

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1. Export pricing helps to _____ stiff competition.
 - a) expedite,
 - b) survive,
 - c) switch,
 - d) lower.
2. INCO Terms indicates _____ and expenses.
 - a) income,
 - b) sales,
 - c) charges,
 - d) profit.
3. In _____ exporter loads the goods on board the ship.
 - a) FOB Quotation,
 - b) CIF Quotation,
 - c) C & F Quotation,
 - d) FCA Quotation.
4. Packaging helps in _____ of the product.
 - a) financing,
 - b) protection,
 - c) licensing,
 - d) supporting.
5. FOB quotation includes _____.
 - a) ex-factory,
 - b) insurance,
 - c) marine freight,
 - d) transport cost.
6. Branding and packaging are important considerations of _____.
 - a) trade credit,
 - b) product planning,
 - c) shipping formalities,
 - d) custom formalities.

7. Exporters must include _____ clause in export contract.
- a) force majeure,
 - b) arbitration,
 - c) non-compliance,
 - d) social.
8. Trade allowance is the _____ for the purpose of promoted product.
- a) incentive,
 - b) discount,
 - c) motivation,
 - d) tariff.
9. Trade fairs and exhibitions facilitate _____ of the product.
- a) discussion,
 - b) video,
 - c) demonstration,
 - d) pricing.
10. _____ value of advertising ensures consumer protection.
- a) Attention,
 - b) Suggestive,
 - c) Educational,
 - d) Attraction.
11. _____ is the route by which the goods move to foreign buyers.
- a) Advertising,
 - b) Marking,
 - c) Distribution channel,
 - d) Packing.
12. _____ consist of techniques to induce response from customers and intermediaries.
- a) Inspection,
 - b) Sales promotion,
 - c) Labelling,
 - d) Marking.
13. Commercial banks give _____ to foreign lending institutions.
- a) loan,
 - b) guarantee,
 - c) credit,
 - d) advance.
14. Exim bank offers _____ services.
- a) administration,
 - b) quality,
 - c) advisory,
 - d) Inspection.
15. _____ investment insurance is the financial guarantee from ECGC.
- a) Overseas,
 - b) Foreign,
 - c) Euro,
 - d) Domestic.
16. Packing credit is required _____ the shipment.
- a) after,
 - b) before,
 - c) during,
 - d) post.
17. _____ was established to provide medium and long term finance to exporter in India.
- a) ECGC,
 - b) Exim bank,
 - c) DGFT,
 - d) RBI.

18. _____ is a commercial risk covered by ECGC.
- a) Insolvency of the buyer,
 - b) Civil disturbance,
 - c) War,
 - d) Embargo.
19. Only registered exporters can furnish _____.
- a) Letter of undertaking,
 - b) GST returns,
 - c) Bond,
 - d) DBK.
20. _____ is a document of title to the goods.
- a) Commercial invoice,
 - b) Airway Bill,
 - c) Bill of Lading,
 - d) Transport Bill.
21. _____ is used in sea transport.
- a) Shipping bill,
 - b) Bill of export,
 - c) Airway bill,
 - d) Counsellor Invoice.
22. Consular invoice is prepared in _____ copies.
- a) two,
 - b) three,
 - c) four,
 - d) five.
23. _____ certifies the consular invoice.
- a) IIP,
 - b) Commodity Boards,
 - c) Consulate,
 - d) DGFT.
24. _____ issues the registration cum membership certificate.
- a) DGFT,
 - b) EPC,
 - c) Chamber Commerce,
 - d) EIC.
25. _____ states that the goods which are exported are from a specific country.
- a) Bill of Lading,
 - b) Certificate of Origin,
 - c) Shipping Bill,
 - d) Commercial Invoice.
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Answer Key: Export Marketing- II – MCQ Paper - Set.2: – (B)

1. c) switch,
2. c) charges,
3. a) FOB Quotation,
4. b) protection,
5. a) ex-factory,
6. b) product planning,
7. b) arbitration,
8. b) discount,
9. c) demonstration,
10. c) Educational,
11. c) Distribution channel,
12. b) Sales promotion,
13. b) guarantee,
14. c) advisory,
15. a) Overseas,
16. b) before,
17. b) Exim bank,
18. a) Insolvency of the buyer,
19. a) Letter of undertaking,
20. c) Bill of Lading,
21. a) Shipping bill,
22. b) three,
23. c) Consulate,
24. b) EPC,
25. b) Certificate of Origin,

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