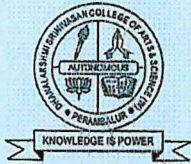


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**DHANALAKSHMI SRINIVASAN COLLEGE
OF ARTS & SCIENCE FOR WOMEN
(AUTONOMOUS)**



(For Candidates admitted from 2020-2021 onwards)

UG DEGREE EXAMINATIONS APRIL – 2021

B.B.A – BUSINESS ADMINISTRATION

APPAREL EXPORT MANAGEMENT

Time: 3 Hrs

Max.Marks: 75

PART – A

CHOOSE THE CORRECT ANSWER

(10X1=10)

1. Exporting is limited to which sector Of the following
 - a) Goods b) Service c) Both d) None of these
2. The price at which a market maker is prepared to sell (a currency) o r lend (money)
 - a) Bid rate b) Sport rate c) Forward rate d) Offer rat
3. Which of the following are instrument of trade policy?
 - a) Tarrifs b) Subsidies c) Import quotas d) All the above
4. How many types of letter of credits are there?
 - a) 1.0 b) 2.0 c) 3.0 d) 5.0
5. A foreign currency account help to
 - a) Avoid exchange risk & domestic currency depreciation b) Avoid exchange risk
 - c) Avoid both transaction cost d) Avoid transaction cost
6. The major players in different exchange market are
 - a) Corporate b) Central Bank of country and the central government
 - c) Commercial banks d) Exchange brokers
7. Which among the following is the largest food item imported by India?
 - a) Milk and daddy products and I believe b) Vegetableoils
 - c) Meat d) Food grains
8. A letter of credit is issued by
 - a) Bank closest to to you b) Your bank c) The buyer bank d) All of the above
9. What is a packing list also called?
 - a) Bill of exchange b) Bill of export c) Bill of parcel d) Itemized list of article
10. What is ISO 9362 known as
 - a) Barcode b) Communication code c) Trade code d) Communication code

PART - B

ANSWER ALL THE QUESTIONS

(5X7=35)

11. a) How can get export textile licence in India?
(OR)
b) Briefly explain the importance of global marketing
12. a) Briefly explain the procedure of letter of credit.
(OR)
b) Briefly explain about negotiation of Bill international trade
13. a) Distinct between domestic trade and international trade.
(OR)
b) What are the various types of trading blocs?
14. a) State the various documents necessary for shipment of goods to foreign market.
(OR)
b) What are the auxiliary documents necessary for shipment?
15. a) What are the objectives of exim policy?
(OR)
b) State the various types of trade policies

PART - C

ANSWER ANY THREE QUESTIONS

(3X10=30)

16. Explain the features of export marketing
17. Explain the method of short term and long term export credit
18. Describe the ethical issues in international business
19. Discuss the major documents for export business.
20. Discuss about India's foreign trade policy