

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA(TM) – SEMESTER – 9 • EXAMINATION – WINTER - 2016**

**Subject Code: 4290106****Date: 30/11/2016****Subject Name: Export Import Procedure****Time: 10:30 am to 01:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** Explain the various modes of entry in International Market. Why exports considered as the safest way to enter into International Market? **07**
- (b)** Differentiate GATT with WTO **07**
- Q.2 (a)** Write short Note on **07**
1. FERA
  2. FEMA
- (b)** How International Business is different from Domestic Business? Discuss the various economic factors that govern Foreign Trade. **07**
- OR**
- (b)** How do cultural, legal and Political factors affect the decisions of Exporting company trying to enter in to new International Market? **07**
- Q.3 (a)** Discuss any Seven of the ICC Incoterms in details. **07**
- (b)** Critically examine the various factors affecting the Export Price decisions. **07**
- OR**
- Q.3 (a)** What are Incoterms? How it helps Buyer and Seller in International Business? **07**
- (b)** Explain Pre –Shipment Stage in brief. **07**
- Q.4 (a)** Write a Short Note on Export Licensing **07**
- (b)** Explain the procedure of establishing the Export Business firm. **07**
- OR**
- Q.4 (a)** What is Letter of credit? Explain its Mechanism. **07**
- (b)** Explain the Followings **07**
1. Red Clause Letter of Credit and Green Clause Letter of Credit
  2. Revocable Letter of Credit and irrevocable Letter of Credit
  3. Confirmed Letter of Credit and unconfirmed Letter of Credit
- Q.5 (a)** Explain the various modes of Payment in Export Business Payment in details. **07**
- (b)** What are the ways available to find the foreign buyers of your business? **07**
- OR**
- Q.5 (a)** Explain the followings **07**
1. MEIS –Merchandise Export from India Scheme
  2. SEIS – Service Export from India Scheme
- (b)** Explain the followings **07**
1. MDA –Market Development Assistance
  2. MAI – Market Assistance Initiative

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