EXPORT MARKETING –SEM VI

MCQ

MODULE 1 – PRODUCT PLANNING & PRICING DECISIONS

1. Exporting in international market is very _____due to high competition.

   a. Easy **b. Challenging** c. Casual d. None of these

2. _____ is an identity of the product.

   a. Product warranty b. Promotion **c. Brand** d. Packing

3. _____ contains information about the contents of the product.

   a. Pricing b. Branding **c. Label** d. Packaging

4. Registered brand is known as _____.

   a. Trademark b. Product c. Service d. None of these

5. Marketing includes _____.

   a. Pricing b. Advertising c. Packaging d. **All of these**

6. Competition is _____ in export marketing.

   a. Three faced b. Minimum c. Casual d. All of these

7. Product Life Cycle involves different _____ of journey of a product in the market.

   a. Values **b. Stages** c. Volume d. Conditions

8. _____ is objective of export pricing.

   a. Market penetration b. Cost recovery c. Profit generation **d. All of these**

9. INCO terms are series of _____sales terms for pricing the product.

   a. Local b. Regional c. National **d. Global**

10. _____ means Carriage & Freight price quotation.

    a. Loco b. Franco c. FOB **d. C & F**

11. _____ is highest price quotation in export marketing.

    a. Franco b. LOCO c. FAS d. C & F

12. Insurance payment is _____ responsibility in FOB pricing.

    a. Exporter's **b. Importer's** c. Both d. None of these

13. _____ quotation is cost insurance & freight.

    a. LOCO **b. CIF** c. CF d. FOB

MODULE II – EXPORT DISTRIBUTION & PROMOTION

1. _____ Channel of distribution is more suitable if the business is on large scale.
   a. Level four b. Direct **c. Multi level** d. Level three

2. High value goods which are very luxurious & costly use _____ channel of distribution.
   a. Intermediary b. Retailer **c. Direct** d. Multilevel

3. _____ of middleman is important consideration in export marketing.
   a. Product line specialisation b. Goodwill c. Credibility **d. All of these**

4. _____ exporting channel does not have any middleman.
   a. **Direct** b. Indirect c. Both d. Level two

5. Price is generally high in _____channel.
   a. Direct **b. Indirect** c. Absent d. All of these

6. _____ deals with minerals and metals trading business.
   a. IOC b. SSTC c. STC **d. None of these**

7. _____ Management involves managing all activities related to the movement of materials and goods.
   a. Marketing b. Production **c. Supply chain** d. Sales

8. Inventory management is a component of _____ management.
   a. Finance **b. Logistics** c. Accounting d. Service

9. Export consignments are routed through _____ transport in India.
   a.Road b. Marine c. Air **d. All of these**

10_____ risk is in control of the exporter.
   b. Credit b. Political **c. Commercial** d. Documentation

11. Exchange fluctuation risk is _____ in export marketing.
   a. **High** b. Low c. Minimum d. Moderate

12. Sales promotion involves _____ term incentives to attract the customer .
   a. Long **b. Short** c. Permanent d. Moderate

MODULE III – EXPORT FINANCE

1. Risk is _____ to the exporter in advance payment system.
   a. Higher **b. Less** c. Moderate d. None of these

2. Open account system is preferred by _____.
   a. **Importer** b. Exporter c. Both d. Distributor

3. _____ between exporter & importer is an important factor in advance payment system.
   a. Grievance **b. Long committed relationship** c. Distrust d. Compassion

4. Documents against payment (D/P) bill is also known as _____ bill.
   a. Time **b. Demand** c. Credit d. All purpose

5. Letter of credit is _____ of payment by importer to exporter through his bank.
   a. Order **b. Guarantee** c. Appeal d. None of these

6. Beneficiary in letter of credit is _____.
   a. Importer **b. Exporter** c. Middleman d. Importer's bank

7. _____ letter of credit can not be given to third party for settlement of dues.
   a. **Non transferable** b. Transferable c. Revocable d. Confirmed

8. Pure barter is a type of _____ trade.
   a. Cash **b. Counter** c. Semi cash d. Indirect

9. Pre shipment finance is also known as _____.
   a. Guarantee b. Loan c. Post credit **d. None of these**

10. Post shipment finance is required _____ the shipment of goods.
    a. **After** b. During c. Before d. Never

11. EXIM bank is set up with the main objective of promoting _____ trade.
    a. **Foreign** b. Domestic c. Regional d. Local

12. Small Industries Development Bank of India mainly helps _____scale companies.
    a. Large b. Local **c. Small & Medium** d. Only International

MODULE IV – EXPORT PROCEDURE & DOCUMENTATION

1. Exporter is required to obtain _____ from Director General of Foreign Trade for registration.
   a. IEC b. PAN c. Sales tax number d. GST number

2. Registration of export business with Director General of Foreign Trade is _____.
   a. Voluntary b. Semi Voluntary **c. Mandatory** d. All of these

3. Registration cum Membership Certificate (RCMC) is issued by _____in export trade.
   a. CA **b. Export Promotion Council** c. ITPO d. Textile Ministry

4. _____ is permanent account number of the exporter.
   a. **PAN** b. BAN c. PEN d. PON

5. Exporter needs to register with Export Credit & Guarantee Corporation to cover different types of _____.
   a. Sales b. Products **c. Risks** d. None of these

6. Inspection of the quality of exportable goods is responsibility of _____.
   i. EPC **b. Export Inspection Council** c. TFA d. All of these

7. Complete set of documents is to be submitted by the exporter to _____ during shipment of goods.
   a. Sales tax officer b. Property tax dealer c. Financial Institutions **d. Custom Appraiser**

8. _____ is issued by port trust authorities to carry the goods inside the dock.
   a. **Carting order** b. Let ship order c. Bills of Lading d. Mate's Receipt

9. Shipping formalities at the port are handled by _____ .
   a. Importer's **b. Custom Department** c. Sales d. Finance
10. LUT is _____.
   a. Letter of Trade **b. Letter of Undertaking** c. Letter of Transport d. Letter of Transaction
11. Invoice attested by the high commission of importer is known as _____
   a. **Consular Invoice** b. Commercial Invoice c. Selling Invoice d. International Invoice

12. Bills of Lading is a document of _____ to the goods.
   a. Expenditure b. Asset **c. Title** d. None of these
13. _____ helps in confirming the source of exportable goods.
   a. Packing list b. Commercial Invoice c. Carting Order **d. Certificate of Origin**