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End Semester Examination, December 2024
Program BBA – 5TH Semester
IMPORT & EXPORT MANAGEMENT (SMMC626A)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 Attempt any five questions:

- (a) Define import-export management and explain its significance in global business? [CO-1] [L-1] **2**
- (b) What are the key functions of an import/export manager in an organization? [CO-1] [L-1] **2**
- (c) Describe the process of import/export management? [CO-1] [L-1] **2**
- (d) Explain the organization structure of a typical import/export firm? [CO-1] [L-1] **2**
- (e) What is international trade, and what factors influence it? [CO-1] [L-1] **2**
- (f) Discuss the major problems encountered in international trade? [CO-1] [L-2] **2**
- (g) Explain the role of WTO in regulating international trade? [CO-1][L-2]**2**

2x5

PART-B

Q.2 a) Explain the significance of a proforma invoice in international trade and its key aspects? [CO-2] [L-2] **10**

OR

- b) Discuss the full clauses of a letter of credit (LC) and its importance in ensuring payment security? [CO-2] [L-2] **10**

Q.3 a) What are the main pre and post-shipment documents required for export? Explain their purpose? [CO-3] [L-3] **10**

OR

- b) Outline the GST and custom clearance procedures in import-export management? [CO-3] [L-3] **10**

Q.4. a) Describe different trade financing options available for exporters and importers? [CO-4] [L-4] **10**

OR

- b) What are the key payment methods in international trade, and how do they differ? [CO- 4] [L-4] **10**

Q.5 a) Discuss various market entry strategies used by firms for exporting their products? [CO-5] [L-5] **10**

OR

- b) Explain the legal and ethical issues that may arise in international trade? [CO- 5] [L-5] **10**