

University of Mumbai



NAAC ACCREDITED

SYLLABUS FOR SEM-V

Program- B.Com

Course- EXPORT MARKETING (APPLIED COMPONENT) - I

Credit Based Semester and Grading System

w.e.f. the Academic year 2013 - 2014

Class: T.Y.B.Com
Academic Year 2013 – 2014.

SEMESTER – V

Subject: EXPORT MARKETING (Applied Component) - I

Module – I Introduction to Export Marketing: (9 Lec.)

Meaning and features of Export Marketing- Importance of Exports for a Nation and a Firm –Difference between Domestic Marketing and Export Marketing – Motivations for Export Marketing – Present problems faced by Indian Exporters –Trends in World Trade – The Sunrise Exports, Review of Services Export, Composition and direction of India's Export Trade Since 2000 – Reasons for India's poor share in World Trade.

Module – II International Marketing: (9 Lec.)

Meaning, Trade Barriers – Tariffs and Non-Tariffs –WTO and its implications on International Marketing with reference to Agreements : TRIPs, TRIMs, GATS, Agreements on Agriculture and its implications on Developing Nations- Regional Economic Groupings – Implications of Trade Blocs for International Marketing – Major Regional Economic Groupings – EU, NAFTA, ASEAN, SAARC – Global System of Trade Preferences among Developing Countries (GSTP)

Module – III Preliminaries for Starting Export Business: (9 Lec.)

Overseas Market Research – Identifying Foreign Markets – Factors for Selecting Foreign Markets – Product Planning Strategies for Exports – New Product Development Process – International Products Life Cycle – Methods of entry in Foreign Markets – Channels of Distribution in Export Markets – Warehousing and its necessity in Export Marketing – Product Promotion in Export Markets.

Module – IV Export Marketing and Promotional Organisations in India: (9 Lec.)

Export Marketing Organizations – Export Promotion Organisations – Export Promotion Councils – Commodity Boards – MPEDA –APEDA –FIEO – IIFT – National Council for Trade Information (NCTI) – ITPO –EIC –IIP –ICA-Department of Commercial Intelligence and Statistics – Directorate General of Foreign Trade – Chamber of Commerce – STPs –EOUs –SEZs- Sales in DTA – Incentives to Units of SEZs – Contribution of SEZs in India's Exports.

Module –V Foreign Trade Policy (FTP): (9 Lec.)

Main Objectives – Highlights of FTP 2009-2014 - Special Focus Initiatives – Towns of Export Excellence – Eligibility criteria for Export Houses/ Star Export Houses / Trading Houses/ Star Trading Houses / Premier Trading Houses –Privileges of Export and Trading House Status Holders – Negative List of Exports.

A) Internal Assessment – 40% (40 Marks)

1. One periodical class tests examination to be conducted in the given semester	20 Marks
2. One assignment based on curriculum to be assessed by the teacher concerned	10 Marks
3. Active participation in routine class instructional deliveries	05 Marks
4. Overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic actives	<u>05 Marks</u>
Total	<u>40 Marks</u>

B) Semester End Examination – 60% (60 Marks)

- **Duration** – These examinations shall be of **2 Hours** duration.
- **Question Paper Pattern:-**
 1. There shall be four questions each of 15 marks.
 2. All questions shall be compulsory with internal choice within the questions.
 3. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depend on the weightage of the topic.

C) Question Paper Pattern – I (With objective questions)

- **Semester - V**
 - Q-1 – Module I & V
 - Q-2 - Module II
 - Q-3 - Module III & IV
 - Q-4 – Objective Questions (Module I to V)
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(2001-2006)

SYLLABUS FOR SEM-VI

Program- B.Com

Course- EXPORT MARKETING (APPLIED COMPONENT) - II

Credit Based Semester and Grading System

w.e.f. the Academic year 2013 - 2014

SEMESTER – VI

Subject: EXPORT MARKETING (Applied Component) – II

Module – I Export Pricing: (9 Lec.)

Factors determining Export Price – Basic data required for Export Pricing decisions, Marginal Cost Pricing – Export Pricing Strategies – Main Export Pricing Quotations – Break Even Point – Simple problems on FOB Pricing.

Module – II Export Finance: (9 Lec.)

Meaning and types of Export Finance – Features of Pre-shipment and Post-shipment Finance – Role of Commercial Banks, EXIM Bank, SIDBI and ECGC in Export Finance – Forfeiting schemes of EXIM Bank methods of payment used in International Trade – Terms of payment and factors determining payment terms – Letters of Credit – Procedure of Opening L/C, Parties involved, Important types of L/C.

Module – III Export Procedure: (9 Lec.)

Stages in Export procedure – Excise clearance procedure – Role in Custom House Agents (CHA) – Shipping and Customs formalities – Marine Insurance – Negotiation of Export documents – Realization of Export Proceeds – ISO Certification – Procedure for obtaining ISO certification.

Module – IV Export Documents: (9 Lec.)

Main documents used in Export Trade and their importance in Export Trade – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form.

Module – V Export Assistance and Incentives: (9 Lec.)

Main Export Incentives extended to Indian Exporters by the Indian Government – Duty Drawback – EPCG Scheme – MDA – MAI –DEPB Scheme – Deemed Exports – ASIDE – Other incentives available to Indian Exporters.

A) Internal Assessment – 40% (40 Marks)

5. One periodical class tests examination to be conducted in the given semester	20 Marks
6. One assignment based on curriculum to be assessed by the teacher concerned	10 Marks
7. Active participation in routine class instructional deliveries	05 Marks
8. Overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic actives	<u>05 Marks</u>
Total	<u>40 Marks</u>

B) Semester End Examination – 60% (60 Marks)

- **Duration** – These examinations shall be of **2 Hours** duration.
- **Question Paper Pattern:-**
 4. There shall be four questions each of 15 marks.
 5. All questions shall be compulsory with internal choice within the questions.
 6. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depend on the weightage of the topic.

C) Question Paper Pattern – I (With objective questions)

- **Semester - VI**
 - Q-1 – Module I & V
 - Q-2 - Module II
 - Q-3 - Module III & IV
 - Q-4 – Objective Questions (Module I to V)
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