The current Export Marketing syllabus is designed with the objectives to acquaint students with:

- India's Export Marketing potential
- Practical significance of Export Marketing
- Conceptual understanding and clarity of terminology used in Export Marketing

**Module – I: Basics of Export Marketing:** (12 Lec.)

- Concept and Features of Export Marketing
- Importance of Export Marketing
- Difference between Domestic Marketing and Export Marketing
- Factors Influencing Export Marketing
- Export Marketing Development through Internet
- Prospects and Challenges of Export Marketing in India
- Direction of Indian Exports since 2010
- Major Exports (commodities and services) of India since 2010

**Module – II: Global Framework for Export Marketing** (11 Lec.)

- Influence of Trade Barriers / Major Trade Blocs/Regional Economic Groupings on Export Marketing
- Implication of WTO Agreements on Export Marketing
- Process of Global Marketing Research
- Factors Influencing Selection of Foreign Markets
- Methods of Entry in Global Markets
- Important Components of Logistics in Export Marketing

**Module – III: EXIM Policy and Promotional Measures** (11 Lec.)

- Foreign Trade Policy (currently 2009-14 or New FTP 2014-19 as and when unveiled by the new government) - Highlights and Implications
- Privileges of Export and Trading House Status holders
Module – IV: Product and Pricing Decisions in Export Marketing
(11 Lec.)

Product Related Decisions – Product planning, branding, packaging, labelling and marking
Factors Determining Export Price
Export Pricing Strategies
Methods of Export Pricing
Major Export Pricing Quotations and INCO Terms
Simple Problems on FOB Pricing

Question Paper Pattern

Marks: 75
Time: 2½ Hours

N.B. 1. All questions are Compulsory.
2. All questions carry equal marks.

Q.1 Answer any two out of three from Module No. I 15 Marks
Q.2 Answer any two out of three from Module No. II 15 Marks
Q.3 Answer any two out of three from Module No. III 15 Marks
Q.4 Answer any two out of three from Module No. IV (including one simple problem on FOB pricing) 15 Marks

Q.5 Objective Type questions:-
(based on entire Semester V Syllabus)
a) True or False 05 Marks
b) Abbreviations 05 Marks
c) Match the following 05 Marks