

# Syllabus

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

Role of Directorate General of Foreign Trade

Negative List

### **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

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## **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 **15 Marks**  
(including one simple problem on FOB pricing)
- 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**