

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 – EXAMINATION – SUMMER 2019

Subject Code: 3549241**Date: 04/05/2019****Subject Name: Export Import Policy Procedure and Documentation (EIPPD)****Time: 10:30 AM To 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Explain the following terms: **14**
- (a) Free On Board (FOB) Contract
 - (b) CIF Contract
 - (c) FAS (Free Alongside Ship) Contract
 - (d) Ex-Works Contract
 - (e) Cost and Freight (CFR) Contract.
 - (f) Shipping Bill
 - (g) Bill of Lading
- Q.2** (a) Discuss various Export Promotion Schemes with suitable examples. **07**
- (b) Explain Preliminary Formalities of Export with reference to Export Procedure and Documentation. **07**
- OR**
- (b) What are the relevant documents for transportation of goods? **07**
- Q.3** (a) Describe the objectives of Quality Control and Pre-shipment Inspection. **07**
- (b) Briefly narrate the Procedure for Marine Insurance Policy and discuss the types of Marine Insurance Policies **07**
- OR**
- Q.3** (a) Explain the Types of Bill of Lading and Content of Bill of Lading **07**
- (b) What is the role of Overseas Agent and Remittance of Commission in Export? **07**
- Q.4** (a) Explain Procedure for Registration of Exporter. **07**
- (b) Explain the following Export Procedures with suitable example : **07**
- (a) Marine Insurance of Export Cargo
 - (b) Excise Clearance for Exports
- OR**
- Q.4** (a) Explain in details how to design export marketing mix for an industry or product of your choice. **07**
- (b) Elucidate provisions and restrictions for import and export in India. **07**

Q.5 CASE STUDY:

Amit Berry is the president and the owner of ABBC Ltd. a leading cosmetic suppliers across transatlantic region. Berry realized that if his company was to survive in the long run, the manufacturing operations need to become more effective and the company has to revise its strategy in order to cope with prevailing competition in the market. Relaxed tariff barriers had become a headache to Berry because it increased the level of competition to them in all of the country in transatlantic region, particularly in the cosmetics industry.

GATT had meant relaxed tariff barriers, allowing the free flow of goods and services into that region. Thus it result in increase of foreign manufactured products, including cosmetics, which were priced competitively and were perceived by domestic consumers to be superior in quality. Now the company is facing a cut throat competition. Berry had gone in silence and did not know what to do? When to do?

Berry had recently attended a seminar on total quality management sponsored by the local trade association. Despite benefits of TQM and the record of its past successes, Berry was uncertain whether his company would be able to implement TQM, a system that appeared to be based on different norms and values than those of the workers of that region.

- (a) Are the cultural assumptions on which TQM is based compatible or non-compatible with Indian Culture? **07**
- (b) What are the elements of TQM? **07**

OR

- Q.5**
- (a) How do the relaxed GATT tariffs become a barrier to Berry & Co? **07**
 - (b) Do you think there is a problem in this case? **07**
