

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-IV-EXAMINATION-SUMMER-2025

Subject Code: 4549287**Date: 03/06/2025****Subject Name: Foreign Trade Facilitation****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Define the following with practical examples. (a) ASEAN (b) GATT (c) EPCs (d) SEZ (e) SAARC (f) BRICS (g) FIEO	14
Q.2	(a) Write a short note on EPCG scheme. (b) Explain the role of EXIM Bank in export finance	07 07
	OR	
	(b) What are the major foreign exchange instruments? Explain them briefly.	07
Q.3	(a) Describe general provisions of National Trade Facilitation Action Plan: 2017-2020 (India). (b) Explain various Schemes for exports of Gems & Jewellery.	07 07
	OR	
Q.3	(a) Describe the role of Marine Products Export Development Authority in detail. (b) Explain Duty Free Import Authorization and related incentives by taking suitable example.	07 07
Q.4	(a) Explain the Role of Indian Institute of Packaging in international market. (b) Explain the Role of Agricultural and Processed Food Products Development Authority	07 07
	OR	
Q.4	(a) What is the basic objective of Export Promotion Councils? Discuss its major functions. (b) Write a short note on the role of WTO in export import business	07 07

Case: New Distribution Initiatives at HLL

This case analyses the distribution strategy of Hindustan Lever Limited (HLL), the 51.6% subsidiary of Unilever and the largest FMCG Company in India.

Traditionally HLL's distribution network consisted of wholesalers and retailers. HLL had presence in 80 lakhs domestic outlets and there was 'one size fit for all' distribution strategy to serve all those outlets. But due to change in consumer demography, consumer behavior and market structure, the traditional distribution system failed to deliver the results.

International customers wanted products with unique, value added and customized offerings with convenient shopping.

Apart from this, emergence of domestic market also forced HLL to change its distribution system.

HLL dealt with these two issues differently. For International market it developed different distribution system cater to different type of customers. Along with this, it provided value added service, convenience and customized offering to International customers. On the other hand, in domestic markets, to increase brand awareness and product availability, it introduced alternative distribution systems. Through these changes, HLL brought its brands closer to customers.

HLL's approach to distribution was holistic and developed a three-way convergence of product availability, brand communication and brand experience.

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| (a) | Explain the situation analysis of company in international market. | 07 |
| (b) | Draw a supply Chain network for HLL. | 07 |

OR

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| (a) | If Company is exporting from India to any other European country, Explain EXIM policy for above company. | 07 |
| (b) | If you are handling distribution network then what types of distribution system you will design to reach Domestic and international market and Why? | 07 |
