
 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 1
Course	MBA	Export Marketing Promotion
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. What are "Towns of Export Excellence"? What are the facilities granted to them?
- B. State three important highlights of the Exim Policy and explain how it will help the exporter.
- C. Explain in detail various stages in the process of global marketing research.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. What is export obligation?
- B. What is MNCs?
- C. What is internet call?
- D. What is non-tariff?
- E. Government Incentives

 SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		INTERNAL ASSIGNMENT - 2
Course	MBA	Export Marketing Promotion
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. Give highlights of the foreign trade policy 2009-14 in detail.
- B. Write detailed note on Manufacturer exporter.
- C. Discuss the role and significance of branding in export marketing.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. What is video conferencing?
- B. What is interactivity?
- C. Financial Development Plan
- D. What is Tariff?
- E. Define fluctuations.