



**SURESH
GYAN VIHAR**
UNIVERSITY
Accredited by NAAC with 'A' Grade

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.** Describe historical background of export policy.
- B.** What the eligibility criteria are for export/trading Houses?
- C.** What are the various important functions which an export marketing organization has to look after?

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

- A.** Explain e-mail marketing.
- B.** Define services.
- C.** Payment Situation
- D.** What is installed capacity?
- E.** What is video conferencing?



**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.** Discuss the composition of India's exports (services) since the year 2010.
- B.** Discuss the composition of India's exports (commodities) since the year 2010.
- C.** Explain the foreign trade policy 2009-14 in detail.

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

- A.** Define emerging market.
- B.** Foreign Trade policy
- C.** Trade Agreements
- D.** Explain employment opportunities.
- E.** RTAs