

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management Studies
End Sem Examination May-2024
MS3ET08 Thrust Product & Market

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Standardization and grading of agricultural products help in decision making relating to _____. **1**
(a) Buying (b) Selling
(c) Both (a) and (b) (d) None of these
- ii. In marketing terms, the amount of goods/services purchased by one unit of currency is called _____. **1**
(a) Currency power (b) Purchasing power
(c) Value of money (d) None of these
- iii. What do you understand by thrust products? **1**
(a) Potential products that have capacity to increase exports
(b) Existing export products
(c) Products that are of high value
(d) All of these
- iv. Main functions of MPEDA includes: **1**
(a) Development of industries
(b) Registration of exporters
(c) Promotion of Indian marine products
(d) All of these
- v. GJEPC stands for _____. **1**
(a) Gem Jewellery Export Promotion Council
(b) Gem Jewellery Export Promotion Cabin
(c) Gem Jewellery Export Promotion Corporation
(d) None of these

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- vi. The mantra of 5 F's - Farms to _____ to Fabric to Fashion to Foreign export. **1**
 (a) Fine (b) Fibre (c) Fibrous (d) Fashion
- vii. India is the world's _____ producer of textiles and garments. **1**
 (a) Second largest
 (b) Third largest
 (c) Fourth largest
 (d) Largest
- viii. The 'Scheme for Capacity Building in Textile Sector (SCBTS)' shall be known by the name- **1**
 (a) SAMARTH (b) TUFs
 (c) PCI (d) All of these
- ix. Full form of EPC- **1**
 (a) Export Promotion Councils
 (b) Export Promotion Corporation
 (c) Export Provider Councils
 (d) None of these
- x. The focus of export marketing is- **1**
 (a) Customer (b) Politician
 (c) Governments (d) Banks
- Q.2 i. What are the exports of agriculture products? **2**
 ii. What is the agriculture export promotion scheme of APEDA? **3**
 iii. Explain Agro-based products marketing strategies in brief. **5**
- OR iv. What are the policy initiatives and government schemes available to boost agriculture exports? **5**
- Q.3 i. What is marine products? **2**
 ii. What type of Govt. policy in marine products? Explain their incentives in brief. **8**
- OR iii. Explain MPEDA and its role in export promotion. **8**
- Q.4 i. What is the Government incentive on export in textile industries? **3**
 ii. How many EPC are there in India? Explain. **7**
- OR iii. What is the export performance of Indian textile industry? Who are the competitors of India in textile industry? **7**

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- Q.5 i. Explain export of gems & jewellery and their export performance. **4**
 ii. Explain the role of GJEPC. **6**
- OR iii. Explain marketing strategies of gems & jewellery. **6**
- Q.6 Attempt any two:
- i. What type of rules and regulation are mandatory for export of handloom & handicrafts and also define their export performance. **5**
- ii. Explain handloom & handicrafts Govt. policy and incentives in brief. **5**
- iii. What are the EPC? Explain its role in Export promotion in brief. **5**

Marking Scheme
Thrust Product & Market (T) - MS3ET08 (T)

Q.1	i)	C	1
	ii)	B	1
	iii)	A	1
	iv)	C	1
	v)	A	1
	vi)	B	1
	vii)	A	1
	viii)	A	1
	ix)	A	1
	x)	A	1

Q.2	i.	What are the exports of agriculture products?	2 Marks	2
	ii.	What is the agriculture export promotion scheme of APEDA?	3 Marks	3
	iii.	Explain - Agro-based products Marketing Strategies in brief-	5 Marks	5
OR	iv.	What is the agriculture export promotion scheme of APEDA	2.5 Marks	5
		Its role in export promotion	2.5 Marks	

Q.3	i.	What is Marine products?	2 Marks	2
	ii.	What type of Govt. policy in Marine products? Explain their incentives in brief-	8 Marks (2*4)	8

OR	iii.	Explain MPEDA	2 Marks	8
		Its role in export promotion-	6 Marks	

Q.4	i.	What is the Government incentive on export in Textile Industries?	3 Marks	3
	ii.	How many EPC are there in India?	7 Marks (1*7)	7

OR	iii.	What is the export performance of Indian textile industry?	3 Marks	7
		Who are the competitors of India in textile industry?	4 Marks	

Q.5	i.	Explain -Export of Gems & Jewelry	2 Marks	4
		Their export performance-	2 Marks	
	ii.	Role of GJEPC	6 Marks	6

OR	iii.	Explain Marketing Strategies of Gems & Jewelry-	6 Marks (1*6)	6
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Q.6		Attempt any two:		
	i.	What type of rules and regulation are mandatory for Export of Handloom & Handicrafts	3 Marks	5
		Also define their export performance	2 Marks	
	ii.	Explain Handloom & Handicrafts Govt. policy and incentives in brief-	5 Marks (1*5)	5
	iii.	What are the EPC?	1 Mark	5
		Explain its role in Export promotion in brief- 4 Marks		
