

**SAMPLE MULTIPLE CHOICE QUESTION - EXPORT MARKETING**  
**SEM VI MODULE - 01 TO 04**

**Q. NO. SAMPLE QUESTIONS WITH CORRECT ANSWERS IN RED COLOUR**

- 1 \_\_\_\_\_ is the process of giving distinct name or a mark to a product to give it a distinct identity.  
**A) Branding**  
B) Warranty  
C) Product Positioning  
D) Product Promotion
- 2 \_\_\_\_\_ Terms are universally accepted  
A) SISCO  
**B) INCO**  
C) MSME  
D) FOB
- 3 Multi brand company may adopt \_\_\_\_\_ brand name for its different products.  
A) Family Brand Name  
**B) Individual Brand Name**  
C) Group Brand Name  
D) Corporate brand name
- 4 When a company uses the corporate brand name for its diverse product category it is known as \_\_\_\_\_  
A) Corporate Name  
**B) Blanket Corporate Name**  
C) Family Brand Name  
D) Individual Brand Name
- 5 Any written or graphic communication on the package or product is called as \_\_\_\_\_  
A) Branding  
B) Marking  
C) Identification  
**D) Labelling**
- 6 \_\_\_\_\_ refers to put certain marks on the carton, boxes, containers, packages for proper identification.  
A) Branding  
B) Scaling  
C) Labelling  
**D) Marking**
- 7  $CIF\ Price = FOB\ Price + Freight +$  \_\_\_\_\_  
A) India  
**B) Insurance**  
C) Inward  
D) Invoice
- 8 A Quotation Is A Offer Made By An Exporter In Reply To An Enquiry From \_\_\_\_\_  
A) Businessman  
B) Entrepreneur  
**C) Importer**  
D) Exporter
- 9  $FOB\ Price = Cost\ Of\ Goods + Expenses\ Up\ To\ Board\ The\ Ship + Profit -$  \_\_\_\_\_  
A) Investment  
B) Fixed Assets  
C) Cost  
**D) Export Incentives**
- 10 In India, Exporters Get Export Incentives On The Basis Of \_\_\_\_\_ Price  
**A) FOB**  
B) CIF  
C) C & F  
D) FAS
- 11 CIF Means: Cost Insurance And \_\_\_\_\_

- A) Flight  
B) Fleet  
**C) Freight**  
D) Factory
- 12 Quality Of Product Sold Is Highly Sensitive To Price In \_\_\_\_\_ Pricing Strategy  
**A) Penetration Pricing Strategy**  
B) Skimming Pricing Strategy  
C) Trial Pricing  
D) Transfer Pricing
- 13 Under \_\_\_\_\_ Pricing Company Charges Low Prices To Kill Competition  
A) Flexible  
B) Penetration  
**C) Predatory**  
D) Trial
- 14 The Amount Of FOB Price Is \_\_\_\_\_  
**A) Lower Than CIF Quotation**  
B) Higher Than CIF Quotation  
C) FOB And CIF Quotations Are Same  
D) FOB And C & F Are Same
- 15 Which Of The Following Is Not The Factor Influencing Distribution Channel?  
A) Customer Characteristics  
B) Product Characteristics  
C) Technological Factors  
**D) Indirect Exporting**
- 16 The full form of EPCG is \_\_\_\_\_  
A) Export Production Consumer Goods  
**B) Export Promotion Capital Goods**  
C) Export Promotion Convenient Goods  
D) Export Production Convenient Goods
- 17 \_\_\_\_\_ is the exchange value of a product.  
A) Product  
**B) Price**  
C) Place  
D) Promotion
- 18 A \_\_\_\_\_ is a name and/or mark intended to identify the product of one seller and differentiate the product from competing products  
**A) Brand**  
B) Label  
C) Packaging  
D) Design
- 19 State the full form of NAFED \_\_\_\_\_  
**A) National Co-operative Marketing Federation**  
B) National Consumer Marketing Federation  
C) National Controlling Marketing Federation  
D) National Committee Marketing Federation
- 20 Which of the following is the component of Logistics?  
**A) Inventory Management**  
B) Planning  
C) Organizing  
D) Reporting
- 21 Which of the following is not the component of Logistics?  
A) Inventory Management  
B) Warehousing  
C) Material Handling  
**D) Agriculture**
- 22 The company should maintain \_\_\_\_\_ level of inventory.  
A) Over

- B) Under  
C) Wrong  
**D) Right**
- 23 Which of the following is not the mode of transportation? \_\_\_\_\_  
A) Roadways  
B) Railways  
C) Airways  
**D) Goods**
- 24 \_\_\_\_\_ consists of various techniques or tools that induce a desired response from customers and intermediaries.  
**A) Sales Promotion**  
B) Market Share  
C) Market Growth  
D) Market Target
- 25 Which of the following is not the advantage of Trade Fair and Exhibitions?  
A) Demonstration of the Product  
B) Brand Image  
C) Developing Trust of the Customers  
**D) Low Sales**
- 26 A \_\_\_\_\_ can be defined as anything that is offered for sale in the market.  
**A) Product**  
B) Price  
C) Place  
D) Promotion
- 27 \_\_\_\_\_ refers to the reduction in the price on particular items during a particular period of time.  
A) Premium  
**B) Discount**  
C) Warranty  
D) Gifts
- 28 EOU stands for \_\_\_\_\_.  
**A) Export Oriented Unit**  
B) Export Organization Unit  
C) Export Opening Unit  
D) Export Output Unit
- 29 Advance Payment is a payment done by an importer to the exporter \_\_\_\_\_.  
A) after shipment  
**B) before shipment**  
C) during shipment  
D) after receipt of goods.
- 30 The delivery date is understood as \_\_\_\_\_.  
A) "Clean on board" date on B / L  
B) B / L release date  
**C) Depending on the type of B / L used**  
D) Order date
- 31 \_\_\_\_\_ payment involves the problem of non-execution of orders.  
A) Open Account  
B) Letter of Credit  
**C) Advance Payment**  
D) Documents against payment
- 32 \_\_\_\_\_ provides seed capital scheme to entrepreneurs.  
A) EXIM Bank  
B) Commercial Bank  
C) IDBI  
**D) SIDBI**
- 33 In the credit payment, the voucher payer is.....  
A) Export  
B) Import

- C) NHFH
- D) NHTT

- 34 \_\_\_\_\_ are products the exporter receives as payment that are related to or originate from the original export.
- A) **Buybacks**
  - B) Barters
  - C) Offsets
  - D) Factoring
- 35 A situation in which goods are traded for goods due to a shortage of foreign exchange is known as:
- A) Offset trade
  - B) Multilateral trade
  - C) **Barter**
  - D) Bilateral trade
- 36 A situation in which an exporter sells goods for cash but then undertakes to promote exports from the importing country in order to
- A) Factoring
  - B) Swing trade.
  - C) Buyback.
  - D) **Offset trade**
- 37 A revocable letter of credit:
- A) Obligates the exporter's bank to honor a draft presented to it.
  - B) Can only be amended if all the parties involved agree.
  - C) **Can be amended by any of the parties involved at any point.**
  - D) Obligates the importer's bank to honor a draft presented to it.
- 38 A confirmed letter of credit: \_\_\_\_\_
- A) Obligates the importer's bank to honor a draft presented to it.
  - B) **Obligates the exporter's bank to honor a draft presented to it.**
  - C) Cannot be amended.
  - D) Only has the confirmed guarantee of the importer's bank.
- 39 A letter of credit: \_\_\_\_\_
- A) Is issued by a credit agency to a bank.
  - B) Cannot be amended.
  - C) Is more secure than cash in advance.
  - D) **Obligates the importer's bank to honor a draft presented to it.**
- 40 Which of the following major issues DOES NOT relate to the financial aspects of exporting?
- A) The price of the product
  - B) The method of payment
  - C) Insurance
  - D) **Location of production**
- 41 Which of the following basic methods of payments is the least secure in terms of security to the exporter?
- A) Letter of credit
  - B) Draft or bill of exchange
  - C) Open account
  - D) **Cash in advance**
- 42 From the exporter's point of view, all of the following are major issues that relate to the financial aspects of exporting EXCEPT:
- A) The methods of payment
  - B) The financing of receivables
  - C) Insurance
  - D) **Intermodal transportation**
- 43 Inception certificate is obtained at \_\_\_\_\_ stage
- A) Registration
  - B) **Pre-shipment**
  - C) Post-shipment
  - D) Entry level
- 44 \_\_\_\_\_ issues the registration cum membership certificate
- A) DGFT
  - B) **EPC**
  - C) Chamber of Commerce

D) Ministry of Commerce

- 45 Rejection note is issued by \_\_\_\_\_  
**A) Export Inspection Authority**  
B) Preventive Officer  
C) Shipping Company  
D) Custom Authority
- 46 Consular Invoice is prepared in \_\_\_\_\_ copies  
A) Two  
**B) Three**  
C) Four  
D) Five
- 47 \_\_\_\_\_ certifies the consular invoice.  
A) IIP  
B) Commodity Boards  
**C) Consulate General**  
D) Custom Authority
- 48 \_\_\_\_\_ is prepared in five copies.  
A) Bill of lading  
**B) Shipping bill**  
C) Let ship order  
D) ANF
- 49 \_\_\_\_\_ is a document of title to the goods.  
A) Commercial invoice  
B) Airway Bill  
**C) Bill of Lading**  
D) Certificate of origin
- 50 Only registered exporters can furnish \_\_\_\_\_  
**A) Letter of Undertaking**  
B) GST returns  
C) Bond  
D) Agreement

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to help it earn foreign exchange is known as: