

Export Marketing

Program Name – T.Y.B.Com (regular)		Semester – V	
Course Name: Export Marketing		Course Code: BCM	
Periods per week (60 minutes)		04	
Credits		04	
		Hours	Marks
Evaluation System	Theory Examination	2	60
	Internal	--	40

Objectives of the course:

1. To introduce the concept of Export Marketing to learners and explain and significance of Export trade in India's economic growth.
2. To develop an understanding among learners of the global framework for Exports.
3. To familiarize the learner with the financial incentives & assistance given to exporters by the government and financial institutions
4. To familiarize the Learners with the various documents and procedures involved in international trade.

Module	Name	Lectures
1	Introduction to Export Marketing	15
2	Global Framework for Export Marketing	15
3	Export Finance	15
4	Export Procedure and Documentation	15
	Total	60

R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create

Module	Proposed Syllabus As per DSC framework of NEP	Level of Knowledge
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/ Unit		Applicable as per Blooms Taxonomy
I	<p><u>Introduction to Export Marketing:</u></p> <p>a) Concept and features of Export Marketing; Importance of Exports for a Nation and a Firm; Distinction between Domestic Marketing and Export Marketing</p> <p>b) Factors influencing Export Marketing; Risks involved in Export Marketing; Problems of Export Sector</p> <p>c) Major merchandise/commodities exports of India (since 2015); Services exports of India (since 2015); Region-wise India's Export Trade (Since 2015)</p> <p>d) India's Foreign Trade Policy (FTP) 2023</p>	<p>A) R, U</p> <p>B) R, U</p> <p>C)R, U</p> <p>D) R,U</p>
II	<p><u>Global Framework for Export Marketing:</u></p> <p>a) Trade barriers; Types of Tariff Barriers and Non-Tariff barriers; Distinction between Tariff and Non-Tariff barriers</p> <p>b) Trading Blocs-United States-Mexico-Canada Agreement (USMCA 2020), EU, SAARC, ASEAN, OPEC; Positive and Negative Impact of Regional Economic Groupings; Agreements of World Trade Organization (WTO)</p> <p>c) International Commercial (INCO) Terms; Export Pricing Quotations Free on Board (FOB), Cost Insurance and Freight (CIF) and Cost and Freight (C&F); Problems on FOB quotation</p> <p>d) International trade in Ancient India</p>	<p>A) AN</p> <p>B) A</p> <p>C) A , E</p> <p>D) A</p>
III	<p><u>Export Finance:</u></p> <p>a. Methods of Payment In export marketing; Procedure to open Letter of Credit, Types of Letter of credit, Types and Benefits of Countertrade</p> <p>b. Features of Pre-Shipment and Post-shipment finance; Procedure to obtain Export Finance; Distinction between Pre-shipment Finance and Post Shipment Finance.</p> <p>c. Role of Commercial Banks, EXIM Bank, SIDBI in financing exporters;</p> <p>d) Role of ECGC in providing finance</p>	<p>A)R, U</p> <p>B) R, U, E</p> <p>C)AN, U</p> <p>D) R,U</p>

IV	<p><u>Export Procedure & Documentation & Regulatory authorities:</u></p> <p>a. Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports, Deemed Exports, Role of Clearing & Forwarding Agent</p> <p>b. Benefits to Status Holders & Towns of Excellence; Common benefits for EHTP, BTP and STP; Benefits enjoyed by (IIAs) Integrated Industrial Areas (SEZ), EOU, AEZ.</p> <p>c. Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection; Post-shipment Procedure for Realization of Export Proceeds</p> <p>d) Significance of Documents - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin</p>	<p>A) AN</p> <p>B) A</p> <p>C) A</p> <p>D) R, U</p>
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Course Outcomes:

After completion of this course the students will

Course Outcomes:

1. Understand the concept of Export Marketing and realise the significance of Export trade in India's economic growth.
2. Appreciate the impact of the geo politics of the world and get familiarized with the terminologies used in international trade
3. Analyze various opportunities to raise finance for various export oriented activities
4. Get familiarized with the various documents and procedures involved in international trade.

References:

1. International marketing and Foreign Trade *Pankaj Mehra*, Alfa Publication, New Delhi.
2. International marketing – *P. K. Vasudeva* – Excel books, New Delhi.
3. India's Export policy – Trends and prospects *Pushpa Tarafdar*, Deep & Deep Publications Pvt. Ltd. New Delhi.
4. International marketing management – An Indian Perspective – *R. L. Varshney & B. Bhattacharya*, Sultan Chand & Son's New Delhi.
5. International Marketing – *P. Saravanavel*, Himalaya Publishing House, Delhi.

6. International Marketing – S. Yuvaraj, Vrinda Publications Pvt. Ltd. Delhi
7. Foreign Trade Policy 2009-14, Government of India, Ministry of Commerce and Industry.
8. Internet Marketing – Carolyn F. Siegel Houghten Mifflin company Boston, New York.

Articles:

1. [Tesfom, G.](#) and [Lutz, C.](#) (2006), "A classification of export marketing problems of small and medium sized manufacturing firms in developing countries", *International Journal of Emerging Markets*, Vol. 1 No. 3, pp. 262-281. <https://doi.org/10.1108/17468800610674480>
2. Motoshige Itoh, Yoshiyasu Ono, Tariffs, Quotas, and Market Structure, *The Quarterly Journal of Economics*, Volume 97, Issue 2, May 1982, Pages 295–305, <https://doi.org/10.2307/1880759>
3. Chen, HY., Hwang, H. Tariffs versus Quotas under Market Price Uncertainty. *Rev. World Econ.* **142**, 181–194 (2006). <https://doi.org/10.1007/s10290-006-0062-z>
4. Aulakh, P. S., Kotabe, M., & Teegen, H. (2000). Export strategies and performance of firms from emerging economies: evidence from Brazil, Chile and Mexico. *Academy of Management Journal*, 43(3), 342–361.
5. Aulakh, P. S., Kotabe, M., & Teegen, H. (2000). Export strategies and performance of firms from emerging economies: evidence from Brazil, Chile and Mexico. *Academy of Management Journal*, 43(3), 342–361.

Examination and Evaluation Pattern

The examination for the students in this course will be held under two heads:

- Continuous Internal Assessment
- End Semester Examination

Type	Continuous Internal Assessment	Semester End Examination
Total Marks	40	60
Minimum Passing Mark	16	24

Continuous Internal Assessment

This is continuous evaluation for 40 marks which would include:

S No.	Evaluation type	Marks
1.	Tests – (Online / Offline) Test Pattern: (Offline) Q.1 A) Multiple Choice Questions (any 5 of 6) ----- 5 M B) True / False (any 5 of 6) ----- 5 M Q.2 Short Notes (any 2 of 3) ----- 10 M	20
2	Assignment/ Field trip report	20

Semester End Examination

- Maximum Marks: 60
- Questions to be set: 04
- Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks Each

Question No	Particular	Marks
Q-1	Answer any 2 out of 3	15 Marks
Q-2	Answer any 2 out of 3	15 Marks
Q-3	Answer any 2 out of 3	15 Marks
Q-4	Answer any 2 out of 3	15 Marks

Percentage of 6 categories of Blooms Taxonomy in question paper

	Continuous Internal Assessment (40 Marks)		Semester End Examination of 60 Marks						
% in Question Paper	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	20%	20%	-	30%	15%	15%	-	-	100%

