

Third Year B. B. A.
Elective Paper - 4 EXPORT MANAGEMENT
(Effective from June 1999)

- 1. Role of Export in Economic Development :** **10%**
Export and import Matrix, Distinction between domestic marketing and export marketing traditional and non-traditional items Exim (Latest) policy Strategic management, Export promotion versus import substitution.
- 2. Institutional infrastructure for Export :** **15%**
Export promotion councils, commodity Boards, Advisory committee, MPEDA, APEDA, Service Institution TDA, TFAI, (TPO) CCI and E & DG International Trade, STC-MMIC (Bharat Business International) Export Inspection Packaging Institute. (needs be elaborated).
- 3. Identification of Foreign Markets :** **20%**
Developed and Developing countries Basic and information sources overseas market surveys, import promotion agencies international Trade promotion agencies GATT, IME, UNCTAD, Regional grouping - EEC, NAFTA, pacific, community asean, SAARC, Europe and CIS etc.
- 4. Market Entry :** **20%**
Manufacturer and Merchant exporters deemed exporters Export house, trading house, star training house, channels of distribution FTZ and IOUS Export pricing, Matching quality and delivery schedule non-price factors Export incentives and facilities Transportation system and logistics.
- 5. Export Finance :** **20%**
Reshipment and post-shipment Documentary Bills and credit under L.C. Exim Bank Marine Cargo Insurance payment terms Exchange rate fluctuation Dual exchange rate system GGA and RPA.
- 6. Export Document and Procedure :** **15%**
Commercial Invoice, Bill of landing shipping Bill, Bill of entry LC, cargo claims ports and customs procedure containerized movement ICD, CFS, Export by Air Freight Rates and THC Excise and Duty Drawback.