

TYBCOM SEMESTER – VI

EXPORT MARKETING (Applied Component) – II

Module – I Export Pricing:

Factors determining Export Price – Basic data required for Export Pricing decisions, Marginal Cost Pricing – Export Pricing Strategies – Main Export Pricing Quotations – Break Even Point – Simple problems on FOB Pricing.

Module – II Export Finance:

Meaning and types of Export Finance – Features of Pre-shipment and Post-shipment Finance – Role of Commercial Banks, EXIM Bank, SIDBI and ECGC in Export Finance – Forfeiting schemes of EXIM Bank methods of payment used in International Trade – Terms of payment and factors determining payment terms – Letters of Credit – Procedure of Opening L/C, Parties involved, Important types of L/C.

Module – III Export Procedure:

Stages in Export procedure – Excise clearance procedure – Role in Custom House Agents (CHA) – Shipping and Customs formalities – Marine Insurance – Negotiation of Export documents – Realization of Export Proceeds – ISO Certification – Procedure for obtaining ISO certification.

Module – IV Export Documents:

Main documents used in Export Trade and their importance in Export Trade – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form.

Module – V Export Assistance and Incentives:

Main Export Incentives extended to Indian Exporters by the Indian Government – Duty Drawback – EPCG Scheme – MDA – MAI –DEPB Scheme – Deemed Exports – ASIDE – Other incentives available to Indian Exporters.