



**University of Mumbai**  
**INSTITUTE OF DISTANCE AND OPEN LEARNING**



**T.Y.B.COM**  
**SEMESTER - V (CBCS)**  
**PAPER - I**  
**EXPORT MARKETING**  
**SUBJECT CODE: 23116**





**T.Y.B.COM**  
**SEMESTER - V (CBCS)**  
**EXPORT MARKETING**  
**PAPER - I**

**SUBJECT CODE: 23116**

**Dr. Suhas Pednekar**  
Vice Chancellor  
University of Mumbai, Mumbai

**Prof. Ravindra D. Kulkarni**  
Pro Vice-Chancellor,  
University of Mumbai

**Prof. Prakash Mahanwar**  
Director,  
IDOL, University of Mumbai

**Programme Co-ordinator** : **Ms. Rajashri Pandit**  
Assistant Professor (Economics)  
IDOL, University of Mumbai,  
Vidyanagari, Santacruz (E), Mumbai.

**Course Co-ordinator and Editor** : **Mr. Sambhaji Shivaji Shinde**  
Assistant Professor,  
IDOL, University of Mumbai,  
Vidyanagari, Santacruz (E), Mumbai.

**Course Writers** : **Dr. Vishnu Nivrutti Yadav**  
Principal, S.N. College of Arts and Commerce,  
Bhayander east - 401105

: **CMA (Dr.) Tushar Balkrishna Raut**  
St. Gonsalo Garcia College of Arts and Commerce,  
Vasai Maharashtra 401202.

: **Mr. Irshad Wajid Shaikh**  
SEMT's, M.B.Harris College of Arts,  
A .E Kalsekar College of Commerce and Management, Nallasopara

: **Mr. Vikram Trivedi**  
St.Gonsalo Garcia College of Arts and Commerce,  
Vasai Maharashtra 401202

: **Mr. Piyush Harish Rana**  
Annasaheb Vartak college of Arts  
commerce and science, Shastri Nagar,  
Vasai West -401201

July 2022, Print - 1

**Published by: Director,**  
Institute of Distance and Open Learning,  
University of Mumbai,  
Vidyanagari, Mumbai - 400 098.

**DTP composed and Printed by: Mumbai University Press**

# CONTENTS

| Chapter No.     | Title                                             | Page No. |
|-----------------|---------------------------------------------------|----------|
| <b>Module 1</b> |                                                   |          |
| 1.              | Export Marketing - I.....                         | 1        |
| 2.              | Export Marketing - II.....                        | 11       |
| 3.              | Export Marketing - III .....                      | 20       |
| <b>Module 2</b> |                                                   |          |
| 4.              | Global Framework for Export Marketing - I .....   | 29       |
| 5.              | Global Framework for Export Marketing - II .....  | 38       |
| 6.              | Global Framework for Export Marketing - III ..... | 46       |
| <b>Module 3</b> |                                                   |          |
| 7.              | India's Foreign Trade Policy - I .....            | 54       |
| 8.              | India's Foreign Trade Policy - II .....           | 62       |
| 9.              | India's Foreign Trade Policy - III .....          | 69       |
| <b>Module 4</b> |                                                   |          |
| 10.             | Export Incentives and Assistance - I .....        | 78       |
| 11.             | Export Incentives and Assistance - II .....       | 89       |
| 12.             | Export Incentives and Assistance - III.....       | 108      |

# INSTITUTE OF DISTANCE AND OPEN LEARNING, UNIVERSITY OF MUMBAI, OFFERS FOLLOWING COURSES

## PROFESSIONAL PROGRAMME

1. Bsc IT
2. Bsc Computer science
3. MSc IT
4. MSc computer science
5. MCA

## TRADITIONAL PROGRAMMES

- |                   |                             |
|-------------------|-----------------------------|
| 1 BA              | 7. MA in English            |
| 2 BCOM            | 8. MA in Sociology          |
| 3 MCOM            | 9. MA in History            |
| 4 MSC MATHEMATICS | 10. MA in Economics         |
| 5 MA in Marathi   | 11. MA in Education         |
| 6. MA in Hindi    | 12. MA in Political Science |

## P.G. DIPLOMA COURSES

1. Diploma in Financial Management (DFM)
2. Diploma in Operating Research in Management (DORM)



**University of Mumbai**

**INSTITUTE OF DISTANCE AND OPEN LEARNING**

Dr. Shankar Dayal Sharma Bhavan, Vidyanagri, Santacruz (East), Mumbai 400 098

Published by Director, IDOL on behalf of University of Mumbai.

<https://mu.ac.in/distance-open-learning>