



**UNIVERSITI KUALA LUMPUR**  
**MALAYSIAN INSTITUTE OF MARINE ENGINEERING TECHNOLOGY**

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**FINAL EXAMINATION**  
**JANUARY 2017 SEMESTER**

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**COURSE CODE** : LOB30203  
**COURSE NAME** : EXPORTING & IMPORTING  
**PROGRAMME NAME** : BACHELOR OF MARITIME OPERATIONS (HONS)  
(FOR MPU: PROGRAMME LEVEL)  
**DATE** : 05/07/2017 WED  
**TIME** : 9.00 AM - 12.00 PM  
**DURATION** : 3 HOURS

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**INSTRUCTIONS TO CANDIDATES**

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1. Please read CAREFULLY the instructions given in the question paper.
  2. This question paper has information printed on both sides.
  3. This question paper consists of TWO (2) sections; Section A and Section B. Answer ALL questions in Section A and THREE (3) questions from Section B.
  4. Please write yours answers on the answer booklet provided.
  5. Write your answers only in BLACK or BLUE ink.
  6. Answer all questions in English.
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**THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.**

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**SECTION A (Total: 40 marks)**

**INSTRUCTION: Answer ALL questions in this section.**

**Please use the answer booklet.**

**Question 1**

- A. Discuss the importance of international trade to national economies. 10 Marks
- B. List down the major determinants of exports. State reasons why do some countries trade more than others? 10 Marks.

**Question 2**

- A. Define Trade Barrier , State are the objectives of trade barrier.? 10 marks
- B. One of the problems in international trade of import and export is the fluctuations of the currency of the importers and exporters. Briefly explain the advantage and disadvantages they encounter in currency fluctuations. 10 marks

**SECTION B (Total: 60 marks)**

**INSTRUCTION: Answer only THREE (3) questions.**

**Please use the answer booklet provided.**

**Question 3**

**A . Explain briefly the following words, which are frequently used in the international import and export trade and business.**

- 1 .Ad Valorem
2. Anti- Dumping Duty
3. Certificate of Origin
4. Duty free Zone.
5. Drawback Duty

10 marks

**B.** INCOTERMS 2000 commonly referred to as "Term of Sale" .It is the uniform rules created by International Chamber of Commerce (ICC) based in Paris ,primarily used for interpretation of terms most commonly used in international contracts for the sale of goods or merchandise. Explain the following Incoterms and meaning of the abbreviations.

Each answer 2 marks.

- 1.. EXW
2. FOB
3. DAT
4. CIF
5. CPT

10 marks.

**Question 4.**

A. Transaction cost also are be a critical factor in building up a market entry strategy and can become a high barrier to international trade .Discuss FOUR (4) methods of countertrade listed below.

- |                     |           |
|---------------------|-----------|
| a) Pure Barter      | (5 marks) |
| b) Counter Purchase | (5 marks) |
| c) Switch trading   | (5 marks) |
| d) Buy Back         | (5 marks) |

**Question 5**

A. List down the functions of Customs Department ( KDRM ) and their roles.

Classify Four (4) range of customs duty imposed by Royal Malaysian Customs Department.

(10 Marks )

B. Summaries the 14 steps and process for conducting an export transaction .In this case take an example of a Malaysian importer and a US exporter. Briefly describe each step.

(10 Marks)

**Question 6**

A. Approaches to exporting the way or ways you choose to export your products can have a significant effect on your export plan and specific marketing strategies. The various approaches to exporting relate to your company's level of involvement in the export process. Two (2) approaches may be used alone or in combination. Discuss the method and approaches advantages and disadvantages.

1. Exporting indirectly through intermediaries.
2. Exporting directly.

(10 Marks)

B. Explain the functions of the following organizations in the maritime industry.

- a. NOVCC –Non -Vessel Owner Common Carrier.
- b. Freight Forwarder.
- c. Container Haulier.
- d. Bonded Warehouse.

(10 Marks.)

END OF QUESTION