



# ICM

SEPTEMBER 2015

EXPORT PRACTICE & MANAGEMENT

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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1. Exporters will use a variety of measures to assess the performance of their business. Analyse the appropriate:
    - a) measures of liquidity for an exporter [10]
    - b) measures of efficiency for an exporter [10]
  2. An exporter will need to take a planned approach to establishing an overseas trading operation. Set out and analyse the stages involved. [20]
  3. Review the significance of the accounting accruals concept for an exporter. [20]
  4. Review the importance of cash flow recording and analysis for an exporting business. [20]
  5. Pricing agreements will be an area of particular focus and attention for an exporter. Review the main issues that are likely to be discussed by an exporter and purchaser when negotiating price agreements. [20]
  6. Assess the significance of an effective costing system for an exporter. [20]
  7. Review the characteristics of exporting as a form of business which distinguishes it from other types of trading. [20]
  8. Every export business will need a reliable financial management system to control operations. However, such a system will not measure all aspects of a business operation. Analyse what a financial management system will not measure. [20]