



# ICM

MARCH 2016

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. Every exporter will require an effective costing system to support their business. Explain why this is the case. [20]
  - 2. Analyse the various approaches available to an exporter to measure profit. [20]
  - 3. Exporting as a method of trading has many characteristics which distinguish it from other forms of business. Analyse these characteristics. [20]
  - 4. Analyse the advantages and disadvantages of the partnership structure as a form of business organisation for an exporter. [20]
  - 5. Evaluate the stages and actions involved in establishing an overseas trading operation. [20]
  - 6. Review the issues that an exporter and importer will consider when negotiating on the price for a product. [20]
  - 7. Review the main measures of liquidity and efficiency that an exporter will use to assess business performance. [20]
  - 8. Review the reasons why an exporter will write down the value of their fixed assets. [20]