

NE-102

November-2023

BBA., Sem.-V

CC-305 : International Business

Time : 2½ Hours]

[Max. Marks : 70

1. (a) Explain the different reasons for the expansion of international business. 7
- OR**
1. (a) Write a note on Cultural Orientation in International Business. 7
1. (b) Explain :
- (i) International trade
 - (ii) International Investment
 - (iii) Global Business. 7
- OR**
1. (b) Discuss the various principles of international law. 7
2. (a) Explain the concept of International Product Life Cycle along with the characteristics and strategies of each stage. 7
- OR**
2. (a) Distinguish fixed and floating exchange rate systems. 7
2. (b) What is the Market Potential Index ? How is it derived; explain in detail. 7
- OR**
2. (b) Explain major modes of payments in international business. 7
3. (a) Discuss the various trade-related modes of entering into international markets. 7
- OR**
3. (a) Briefly describe the various contractual modes of entering into international markets. 7
3. (b) Describe "International Strategic Alliances" – as a market entry strategy of entering into international market. 7
- OR**

3. (b) Explain any **TWO** of the following : 7
- (i) Piggy backing
 - (ii) Wholly owned subsidiaries
 - (iii) Joint venture
 - (iv) Counter trade
4. (a) Write a note on Import Export Code (IEC) number. 7
- OR**
4. (a) Briefly explain the stages of the export procedure. 7
4. (b) Explain the various types of Letter of Credit (L/C). 7
- OR**
4. (b) Write a note on bill of exchange and its types. 7
5. Choose the correct option from the following and rewrite the correct answer : (Any seven) 14
- (1) Application of management concepts and techniques in a cross-country environment and adaptation to different social-cultural, economic, legal, political and technological environment is called as _____.
 - (a) International investment
 - (b) International trade
 - (c) Regional business
 - (d) International management
 - (2) _____ prohibit trade completely with a country so as to economically isolate it and exert political pressure on its government.
 - (a) Trade embargo
 - (b) Trade sanctions
 - (c) Penalty
 - (d) Punishment
 - (3) It is the _____ doctrine that the government should own all the major factors of production.
 - (a) Communist
 - (b) Capitalist
 - (c) Totalitarianism
 - (d) Theocratist
 - (4) Michigan State University Center for International Business Education and Research publishes _____.
 - (a) Global Competitiveness Index
 - (b) Market Potential Index
 - (c) FDI Confidence Index
 - (d) Global Political Risk Index
 - (5) Factors that facilitates the growth of globalization are known as _____.
 - (a) Restraining factors
 - (b) Preventive factors
 - (c) Hazardous factors
 - (d) Movers

- (6) _____ theory of international business focus on Economies of Scale.
- (a) Cost comparative theory (b) Classical theory
(c) New trade theory (d) Neo Classical theory
- (7) _____ gave the concept of International Product Life cycle.
- (a) Kotler (b) Kevin Keller
(c) Raymond Vernon (d) Robert Frost
- (8) _____ stage of IPLC indicate penetration of product in other high income country.
- (a) Introduction (b) Maturity
(c) Growth (d) Decline
- (9) _____ issues the letter of credit.
- (a) Exporter (b) Exporter's Bank
(c) Importer (d) Importer's Bank
- (10) A monetary system where exchange rates are maintained by Government intervention in the foreign exchange markets is called as _____ exchange rate system.
- (a) Floating (b) Fixed
(c) Both (a) & (b) (d) Neither (a) nor (b)
- (11) _____ market refers to the organizational settings within which individuals, businesses, Government and Banks buy and sell foreign currencies.
- (a) Commodity (b) Foreign Exchange
(c) Security (d) Currency
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