

Seat No. :

NE-117

November-2024

BBA, Sem.-V

CC-305 : International Business

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) (i) Arnav Pharmaceutical wants to expand its business into international markets according to you. What can be the various reason for the company to expand into international markets ? Discuss. 7
(ii) Explain the concept of globalization with restricting factors affecting it. 7
OR
(B) (i) Explain EPRG approach with suitable examples in detail. 7
(ii) Explain – “The New Trade Theory”. 7
2. (A) (i) Explain global competitive index of the countries of the world along with the different parameters. 7
(ii) Explain the international product life cycle in to international markets by explaining various situations and examples of each in brief. 7
OR
(B) (i) Discuss market potential index of the countries of the world along with the different parameters. 7
(ii) Explain – “FDI index and political risk index”. 7
3. (A) (i) Discuss trade related modes of entry in to international markets by explaining various examples of each in brief. 7
(ii) Explain – “International Strategic Alliance”. 7
OR
(B) (i) What is international joint venture ? You as a consultant explain them everything about international joint venture. 7
(ii) Discuss exporting as tool for entry level strategy for international business. 7
4. (A) (i) Explain – “Export – Import finance.” 7
(ii) Explain various documents needed in the process of export. 7
OR
(B) (i) Explain the procedure of exporting in detail. 7
(ii) Discuss Pre-Inspection stage in the process of export in brief. 7

NE-117

1

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5. MCQs. : (Any Seven)

- (1) Globalization refers to cross-border movement of
- Goods, services, and culture
 - Short term and capital investment
 - Knowledge, technology, and labour
 - All above
- (2) In 1994, The US, Canada , and Mexico formed the
- North American Free Trade Agreement (NAFTA)
 - South Asian Association for Regional Corporation (SAARC)
 - The Treaty of Rome
 - The Commonwealth of Independent States(CIS)
- (3) Which one of the following economic system is based on ideology of Karl Marx ?
- Socialism
 - Capitalism
 - Communism
 - None of above
- (4) _____ government is considered as an ideal political system for international business.
- Totalitarianism
 - Democracy
 - Authoritarian Totalitarianism
 - Communist Totalitarianism
- (5) Which one is not included in eights dimensions used to estimate market index ?
- Growth Rate
 - Market Intensity
 - Type of Economic System
 - Market Size
- (6) Which one tool is more relevant for those planning to expand the international business operations through Direct Foreign Investments ?
- Globalization Competitive Index
 - Global Political Risk Index
 - FDI Confidence Index
 - None
- (7) Export department opening branch in foreign market and appointing distributors in the target countries are
- methods of Indirect export
 - methods of Direct export
 - methods of Direct and Indirect export
 - not the methods of export business

- (8) Maruti Suzuki, ICICI Prudential Insurance, 'Bharti Exa, Bajaj Alliance, Tata Mcgraw Hill, Tata AIG etc are form of
- (a) Contract agreement
 - (b) Joint ventures
 - (c) International strategic Alliance
 - (d) Above all
- (9) When a boy is ready to purchase the goods, we will request the export of for a
- (a) Proforma invoice
 - (b) Invoice
 - (c) Certificate of origin
 - (d) Shipping means
- (10) Which certificate is known as generalized system of preference ?
- (a) Certificate of origin
 - (b) Proforma invoice
 - (c) Shipping bills
 - (d) None of above
- (11) Which one of the following does show the cyclical pattern of products' manufacturing locations and sales in the international business ?
- (a) International product life cycle
 - (b) Globalisation Competitive Index
 - (c) Global Political Risk Index
 - (d) FDI Confidence index
- (12) If the (average) cost per unit of product depends upon the size of the industry, not upon the size of an individual company, it is _____.
- (a) External economic of scale
 - (b) Internal economic of scale
 - (c) Both internal and external economic of scale
 - (d) Not relevant to economic of scale