

Seat No. : _____

MK-101

May-2022

BBA, Sem.-V

CC-305 : International Business

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All questions in Section – I carry equal marks.
 - (2) Attempt any **Two** questions in Section – I.
 - (3) Question – 5 Section – II is compulsory.

SECTION – I

1. (a) Explain the EPRG theory of Cultural Orientation in International Business with suitable examples. **10**
- (b) What is Globalisation ? Discuss the factors affecting globalization positively and negatively. **10**
2. (a) Explain the stages of International Product Life Cycle with appropriate examples. **10**
- (b) Discuss Global Competitiveness Index (GCI) and FDI Confidence Index as tools of country selection in International Business. **10**
3. (a) Explain Direct and Indirect Exports as Market Entry Strategies in International Business. **10**
- (b) What are Joint Ventures ? Discuss the types of Joint Ventures with its benefits and limitations. **10**
4. (a) What is a Letter of Credit? Explain the various parties involved in Letter of Credit Process. **10**
- (b) Write a short note on 'Pre-Shipment Inspection' in the export process. **10**

SECTION – II

5. Attempt any **ten** out of **fifteen** questions in this section. **10**
- (1) _____ is the type of economic system based on the ideology of Karl Marx. (Communist/Socialist/ Capitalist/None of the above)
 - (2) When average cost per unit is dependent on size of industry and not on size of individual company, it is called _____. (Internal economies of scale/External economies of scale)
 - (3) Name any one principle of International Law.
 - (4) Market Potential Index (MPI) is designed and conducted by _____.
(A. T. Kearney/ Michigan State University - International Business Center/ World Economic Forum/ Eurasia Group)
 - (5) As per Bretton Woods Agreement, the US had fixed the parity of US dollar in terms of gold at _____ dollar per ounce of gold. (\$25/ \$35/\$55)
 - (6) Advance Payment is the safest mode of payment in International Business for the exporter. (True/False)
 - (7) The economies of developed countries are called factor economies. (True/False)
 - (8) Simple barter, clearing arrangements, switch trading are forms of _____.
(E-channel / Counter trade / Piggybacking)
 - (9) When a company establishes its fully owned subsidiary from scratch at a foreign location, it is known as _____. (Green field operation/Joint Venture/ Licensing)
 - (10) When the importer is willing to purchase the goods, he will first ask exporter for _____. (Bill of Exchange/GSP Certificate/Proforma Invoice)
 - (11) What is the full form of SDF ?
 - (12) A document required to be submitted for certification to the Embassy of the country concerned, in case of certain countries during the import-export process is known as _____. (Bill of Exchange/ Mate's Receipt/ GSP Certificate/ Consular Invoice)
 - (13) A totalitarianism government where the religious leader is the head of nation is known as _____. (Fascist/Secular/Theocratic/Communist)
 - (14) Under the _____ arrangement, the exporting firm is termed as 'Rider'. (Piggybacking/Exporting/Counter trade/ Franchising)
 - (15) IEC code number is permanent number having no expiry date. (True/False)
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