

Seat No. : \_\_\_\_\_

# NE-101

November-2021

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** from Section – I.
  - (3) Question – 5 in Section – II is compulsory.

### Section – I

Attempt any **two** questions of the following : 40

1. (a) Swayam Artifacts wants to expand its business into international markets; according to you what can be the various reasons for the company to expand into international markets ? Explain. 10  
(b) You are an Export Manager of a firm that is thinking to expand business into international markets. The firm thinks that it is good to do some homework before entering into international arena. You are ordered by your Higher Authorities to understand the Cultures of different countries and prepare a detailed Report on the EPRG Approach of International Cultural Orientations. 10
2. (a) Contact a local Exporter dealing in international transactions and find out various types of payment modes used in export import transactions. Discuss in brief the pros and cons of each of the payment modes used in International transactions. 10  
(b) An Indian Steel Company wants to expand its business into international markets. For that the Company hires your services to know the market potential of some of the countries in the world. Prepare a detailed report on Market Potential Index of the countries of the world along with the different parameters. 10
3. (a) Your friend is thinking of entering into international business. Help him by suggesting the different trade related modes of entry into international markets by explaining the characteristics of each in brief. 10  
(b) Ayurvedam; an Indian co. is planning to enter into American market with the help of International Alliance. They are confused about what Strategic Alliance is ? You as a consultant explain them everything about International Strategic Alliance. 10

4. (a) As a student of BBA, you are asked in a question paper to narrate the steps of Export Procedure followed in India. **10**
- (b) Write on any **three** : **10**
- (i) Certificate of origin
  - (ii) Export Promotion Council
  - (iii) Bill of Lading
  - (iv) Shipping bill
  - (v) Letter of Credit
  - (vi) Bill of Exchange

### Section – II

5. Choose the correct option from the following and rewrite the correct answer : (Any **Ten**) **10**
- (1) \_\_\_\_\_ is the process of exhibiting the same cultural orientation towards different cultural groups.
- (a) Polycentric
  - (b) Simplification
  - (c) Geocentric
  - (d) Parochialism
- (2) Capitalistic, communistic and mixed are the types of \_\_\_\_.
- (a) Political system
  - (b) Community system
  - (c) Economic system
  - (d) Totalitarian system
- (3) \_\_\_\_\_ means cross border transfer of resources to carry out business activities.
- (a) International investment
  - (b) International trade
  - (c) Regional business
  - (d) International management
- (4) \_\_\_\_ have transformed the world virtually into a global village.
- (a) Technological breakthroughs
  - (b) International riots
  - (c) Civil Wars
  - (d) Acculturation
- (5) Under \_\_\_\_\_ payment method, the exporter ships products to a foreign intermediary who then sells them on behalf of the exporter. The title remains with the exporter till the goods are sold.
- (a) Open payment
  - (b) Consignment sale
  - (c) Letter of credit
  - (d) Bill of exchange

- (6) \_\_\_\_\_ provides a useful comprehensive tool to measure different aspects of doing business in a particular country and is based on 12 pillars.
- (a) Market Potential Index      (b) Global Competitiveness Index  
(c) Global Political Risk Index      (d) FDI Confidence Index
- (7) A monetary system where currency prices are determined by market demand and supply conditions is called as \_\_\_ exchange rate system.
- (a) Floating rate      (b) Fixed rate  
(c) Pegged rate      (d) Political rate
- (8) The term economies of scale refers to the \_\_\_\_\_ in cost achieved by producing a large volume of the product.
- (a) Reductions      (b) Addition  
(c) Increment      (d) Deletion
- (9) One specific characteristic of Joint Venture is \_\_\_\_\_
- (a) Alliance involving an American organization.  
(b) It is a trade related mode of entry.  
(c) Alliance involving an Indian organization.  
(d) Alliance for specific business and specific time period.
- (10) \_\_\_\_\_ is generally used for related but non-competitive products of unrelated companies, which are complementary to the distributor's existing product lines.
- (a) Piggybacking      (b) Turnkey Project  
(c) Joint Venture      (d) Exporting
- (11) The establishment of production and marketing facilities by a firm on its own from scratch is called \_\_\_\_\_.
- (a) Turnkey Project      (b) Licensing  
(c) Simple Barter System      (d) Greenfield Operations
- (12) Operations Full form of FDI is \_\_\_\_\_
- (a) Foreign Direct Investment.  
(b) Foreign Directorate of Investment.  
(c) Foreign Directorate of Income.  
(d) Full Duty on Investment.

- (13) If nothing is mentioned on the letter of credit, it is implied as a \_\_\_\_ letter of credit.
- (a) Revolving (b) Revocable  
(c) Irrevocable (d) Confirmed
- (14) Time drafts are also called as \_\_\_\_ drafts.
- (a) Weight (b) Revolving  
(c) Commercial (d) Usance
- (15) \_\_\_\_\_ provides customs officials with information and statistics for the importing nation.
- (a) Bill of exchange (b) Importer  
(c) Consular Invoice (d) Importer's bank
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