

Seat No. : _____

JB-101

January-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** questions in **Section I**.
(3) Question **5** in **Section II** is **COMPULSORY**.

Section – I

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

1. (A) Discuss the various principles of International law. **10**
(B) Describe the various reasons for the expansion of Business in International Markets. **10**
2. (A) Briefly explain the various stages of International Product Life Cycle (IPLC). **10**
(B) What do you understand by Market Potential Index ? Write. **10**
3. (A) Discuss the various trade related modes of entry into international markets. **10**
(B) Discuss Joint Venture as a mode of entry into international markets. **10**
4. (A) Write down the steps of export procedure followed in India. **10**
(B) Discuss the various types of Letter of Credit (LOC). **10**

Section – II

5. Choose the correct option from the following and rewrite the correct answer : (any **ten**) **10**
(1) Conduct of business activities in several countries, using a highly co-ordinated and single strategy across the world is known as _____.
(a) Global business (b) International trade
(c) Domestic business (d) Transnational business

- (2) 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 ____.
- (a) International Marketing (b) International Management
(c) International Investment (d) International Debt
- (3) Convergence of cultures across the world may be termed as ____.
- (a) Economic Globalisation (b) Technological Globalisation
(c) Cultural Globalisation (d) Political Globalisation
- (4) According to ____, every country has jurisdiction over its citizens irrespective of their locations.
- (a) Nationality Principle (b) Territoriality Principle
(c) Protective Principle (d) Doctrine of Comity
- (5) ____ economies of scale means when the cost per unit of output depends upon the size of the company.
- (a) External (b) Informal
(c) Internal (d) Formal
- (6) ____ is more relevant for those planning to expand the international business operations through Direct Foreign Investment.
- (a) FDI Confidence Index (b) FDI Risk Index
(c) Market Potential Index (d) Global Political Risk Index
- (7) Capitalistic, Communistic and Mixed are the types of ____.
- (a) Economic system (b) Cultural attitudes
(c) Social system (d) Political system
- (8) An/A ____ is the partial or complete prohibition of commerce and trade with a particular country / state or a group of countries.
- (a) Ban (b) Embargo
(c) Sanction (d) Cut-off
- (9) ____ provides a useful comprehensive tool to measure different aspects of doing business in a particular country and is based on 12 pillars.
- (a) GCI (b) FDI
(c) MPI (d) MRP

- (10) A Revocable L/C is _____ for the exporters as it can be revoked any time without consent of or notice to the beneficiary.
- (a) Less risky (b) Simple
(c) Highly risky (d) Profitable
- (11) Under the consignment sales, the shipment of goods is made to the overseas consignee and the title of goods is retained with the _____ until it is finally sold.
- (a) Importer (b) Bank
(c) Exporter (d) Hirer
- (12) Equity participation of two or more firms resulting in formation of a new entity is called _____.
- (a) Franchising (b) Importing
(c) Joint venture (d) Licensing
- (13) Which is the most traditional and well established form of operating in foreign markets ?
- (a) Franchising (b) Importing
(c) Exporting (d) Licensing
- (14) Under the _____ arrangement, the exporting firm is termed as “Rider”.
- (a) Piggybacking (b) Exporting
(c) Counter trade (d) Franchising
- (15) _____ as global market entry involves a transfer of trademarks or human skills.
- (a) Contractual agreements (b) Exporting
(c) Overseas Assembly (d) Leasing
- (16) Full form of RCMC is
- (a) Registration cum membership certificate
(b) Rearrangement cum membership certificate
(c) Registration cum merit certificate
(d) Registration credit merit certificate
- (17) Inquiry is the request made by a prospective _____.
- (a) Exporter (b) Council
(c) Importer (d) DGFT

- (18) When the exporter has agreed to give credit to the foreign buyer, he draws bill of exchange called _____.
- (a) Sight draft (b) Invoice
(c) Usance draft (d) Bill of lading
- (19) The document which is necessary for taking advantage of the preferential duty by importer is _____.
- (a) GSP (b) EFT
(c) EDI (d) ARE
- (20) A _____ is a commitment, usually by a bank on behalf of a client, to pay a beneficiary (usually the exporter) a stated amount of money provided the beneficiary has complied with all the terms and conditions of the document.
- (a) Mate's receipt (b) Letter of credit
(c) Shipping bill (d) Proforma invoice
