

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

# ME-108

March-2019

B.B.A., Sem.-V

## CC-305 : International Business

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) (1) Explain the reasons for expansion of International Business. 7  
(2) Write a note on New Trade Theory. 7
- OR**
- (1) Discuss the principles of International Law.  
(2) Explain the EPRG Approach of cultural orientation.
- (B) Do as directed. (Any **Four**) 4
- (1) \_\_\_\_\_ is the belief that views the World from one's own cultural perspectives. (Parochialism, Simplification, EPRG approach)  
(2) In \_\_\_\_\_ form of totalitarianism, the government uses military power to rule. (Fascist, Theocratic, Secular)  
(3) \_\_\_\_\_ type of economic system is based on Theory of social change given by Karl Marx. (Capitalism, Socialism, Communism)  
(4) Management Myopia is one of the factor which supports globalization. (True/False)  
(5) Give meaning of Trade Sanction.  
(6) External economies of scale focuses on mass production for cheaper cost of production. (True/False)
2. (A) (1) Explain the International product lifecycle. 7  
(2) Write a note on GPRI. 7
- OR**
- (1) Discuss the modes of payment in international business.  
(2) Write a note on : Market Potential Index (MPI).
- (B) Do as directed. (Any **Four**) 4
- (1) As per Bretton woods agreement, the US fixed the parity of U.S. dollar in terms of gold at \_\_\_\_\_ per ounce of gold. (40 \$, 20 \$, 30 \$, 35 \$)  
(2) \_\_\_\_\_ factors/criteria are considered while calculating Global Competitiveness Index (GCI). (20, 12, 18, 10)  
(3) Open Account is one of the simplest and safest mode of payment in international trade. (True/False)

- (4) When central bank of a country intervenes in foreign exchange rate regularly, the exchange rates are called \_\_\_\_\_ floating rates.  
(pure, dirty, managed)
- (5) \_\_\_\_\_ index is calculated by A.T. Kearney management consultancy firm.  
(GPRI, MPI, FDI Confidence Index, GCI)
- (6) What is pure floating rate ?
3. (A) (1) Explain in detail “Investment modes” for business expansion. 7  
(2) Explain in detail about “International Strategic alliance” with example. 7
- OR**
- (1) Discuss about “Joint Ventures” with suitable example.  
(2) Explain Trade related modes of business expansion.
- (B) Do as directed : (Any **Three**) 3
- (1) \_\_\_\_\_ is known as sophisticated version of traditional barter system.  
(Indirect exporting, Contract manufacturing, Counter trade)
- (2) International leasing is popular mode of business expansion particularly in \_\_\_\_\_ countries.  
(High income, Low income, Mid income)
- (3) International contract manufacturing is similar to the Turn-key projects.  
(True/False)
- (4) International Licensing is \_\_\_\_\_ mode of international business expansion.  
(Trade-related, Contractual, Investment)
- (5) complementary exporting is also called \_\_\_\_\_.
4. (A) (1) Explain meaning and parties to letter of credit. 7  
(2) Write a note on shipping bills and GR form. 7
- OR**
- (1) Explain in detail IEC number.  
(2) Write a note on proforma Invoice and consular Invoice.
- (B) Do as directed : (Any **Three**) 3
- (1) No exporters are exempted from compulsory pre-shipment inspections.  
(True/False)
- (2) \_\_\_\_\_ form is used for exporting software and required to be submitted to officer of Department of electronics, Government of India.  
(GR, SDF, PP, SOFTECH)
- (3) Sign draft is used when the exported wants the importer to pay immediately.  
(True/False)
- (4) IEC number is having \_\_\_\_\_ digits. (12, 10, 8, 11)
- (5) Give full form of DGFT.