

MBA MM Sem.-1 Examination**FC-103****ITC****January-2024****Time : 2-30 Hours]****[Max. Marks : 70**

Q-1	Discuss in details about West Line Theory.	14
Q-2	<p>A) Who devise India's EXIM policy and what are its primary objectives?</p> <p style="text-align: center;">OR</p> <p>B) Please explain any 04 differences between Licensing and Franchising</p>	14
Q-3	<p>A) Please explain differences in Domestic Vs. International business.</p> <p style="text-align: center;">OR</p> <p>B) Please explain process of International Distribution Channel citing case of any hypothetical / relevant business model.</p>	14
Q-4	<p>A) Please discuss in detail about: Tariffs, Quotas, Anti- Dumping Duty.</p> <p style="text-align: center;">OR</p> <p>B) Please elaborate on and discuss about factors of production.</p>	14
Q-5	For exporting Denim Textiles from Ahmedabad to Dubai, choose and create a hypothetical distribution channel (any one channel).	14

