

Seat No. : _____

ME-103

March-2025

BBA, Sem.-V

CC-305 : International Business

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) (i) What is globalization ? Discuss its supporting factors with suitable examples. 7
(ii) Explain – “The New Trade Theory”. 7

OR

- (B) (i) Discuss cultural orientation with its EPRG approach. 7
(ii) Explain the concept of globalization with restricting factors affecting it. 7

2. (A) (i) Explain market potential index of the countries of the world along with different parameters. 7
(ii) Discuss FDI and political risk index with suitable examples in brief. 7

OR

- (B) (i) Arnnav is thinking of entering into international business. Help him by suggesting the international product life cycle into international markets by explaining various situations and examples of each in brief. 7
(ii) Discuss mode of payment in international business with suitable example. 7

3. (A) (i) Explain – “International Strategic Alliance”. 7
(ii) Discuss exporting as tool for entry level strategy for international business. 7

OR

- (B) (i) Explain – “International Joint Venture. 7
(ii) Discuss the different trade related modes of entry into international markets by explaining various examples of each in brief. 7

4. (A) (i) Discuss Pre-Inspection stage in the process of export in brief. 7
(ii) Explain various documents needed in the process of export. 7

OR

- (B) (i) Explain the role of promotional councils in exporting process. 7
(ii) Discuss – “Importer -Exporter Code number” in export process. 7

5. MCQs : (Any Seven)

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- (1) Globalization refers to cross-border movement of _____.
 - (a) Goods, services and culture
 - (b) Short term and capital investment
 - (c) Knowledge, technology, and labour
 - (d) All above
- (2) Regulatory control, emerging trade barriers, cultural factors, management myopia nationalism, etc., factors are
 - (a) Promoting Globalization
 - (b) Non-globalization factors
 - (c) Restricting globalization
 - (d) All above
- (3) In 1994, The US, Canada , and Mexico formed the _____.
 - (a) North American Free Trade Agreement (NAFTA)
 - (b) South Asian Association for Regional Cooperation (SAARC)
 - (c) The treaty of Rome
 - (d) The Commonwealth of Independent States(CIS)
- (4) International Business _____.
 - (a) is exactly same as globalization
 - (b) involves only export-import of goods
 - (c) is same as international marketing
 - (d) is a part of economic globalization
- (5) The World Trade Organization (WTO) - a group of _____ Countries.
 - (a) 105
 - (b) 161
 - (c) 164
 - (d) 55
- (6) _____ economies of scale indicates focusing on mass scale output to reduce average cost per unit.
 - (a) Internal
 - (b) External
 - (c) Internal and external
 - (d) None
- (7) Which one tool is more relevant for those planning to expand the international business operations through Direct Foreign Investments ?
 - (a) Globalization Competitive Index
 - (b) Global Political Risk Index
 - (c) FDI Confidence Index
 - (d) None

- (8) Which one of the following does show the cyclical pattern of products' manufacturing locations and sales in the international business ?
- (a) International product life cycle
 - (b) Globalization Competitive Index
 - (c) Global Political Risk Index
 - (d) FDI Confidence index
- (9) _____ is a remittance of the payment for the goods before the exporter ships the goods.
- (a) Letter of Credit (L/C)
 - (b) Consignment Sales
 - (c) Advance Payments
 - (d) Open Account
- (10) _____ is the mentality of a person to evaluate other races and cultures once on specific criteria.
- (a) Polycentric orientation
 - (b) Regioncentric orientation
 - (c) Geocentric orientation
 - (d) Ethnocentric orientation
- (11) To decrease per unit cost through mass production and marketing is called
- (a) an international product life cycle
 - (b) economies of scale
 - (c) competitive advantage
 - (d) None of above
- (12) _____ government is considered as an ideal political system for international business.
- (a) Totalitarian
 - (b) Democracy
 - (c) Authoritarian Totalitarian
 - (d) Communist Totalitarian
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