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0605N329

Candidate's Seat No : \_\_\_\_\_

IMBA in BI/IB/APR Sem.-8 Examination

IB

I. T. L.

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

- Instructions :** (1) This paper contains **FIVE** questions.  
(2) All questions are compulsory.  
(3) Question No. **2, 3, 4** have internal options.  
(4) Figures in the right side in parenthesis indicate marks.

**Q:1** Choose the correct option from the given: **(14)**

1. Which of the following is the primary objective of the World Trade Organization (WTO)?
  - a. To regulate currency exchange rates
  - b. To promote military alliances
  - c. To facilitate smooth and fair international trade
  - d. To enforce national taxation policies
2. Which of the following is a regional trade agreement?
  - a. IMF
  - b. ASEAN
  - c. WHO
  - d. UNCTAD
3. The principle of 'National Treatment' under WTO law implies that:
  - a. Countries must treat imports more favorably than domestic goods
  - b. Countries can freely impose tariffs on imports
  - c. Imported goods must be treated no less favorably than like domestic products after entry
  - d. Countries must levy anti-dumping duties.
4. Which WTO agreement specifically addresses issues related to intellectual property rights in international trade?
  - a. GATS
  - b. TBT Agreement
  - c. TRIPS Agreement
  - d. SPS Agreement
5. When is international licensing most suitable for a firm?
  - a. When it wants complete ownership and control in the foreign market
  - b. When it seeks to manufacture and sell without involving a local partner
  - c. When it lacks the resources or willingness to invest directly in a foreign market

- d. When government policy favors full foreign ownership
6. Under the Patent Cooperation Treaty (PCT), applicants have how many months from the priority date to enter the national phase?
    - a. 30–31 months
    - b. 18–24 months
    - c. 12–18 months
    - d. 36 months
  7. What is the main purpose of the Paris Convention in international IP law?
    - a. To allow fast-track patent examination
    - b. To ensure software patents are granted globally
    - c. To allow inventors to claim priority in other countries within 12 months
    - d. To enforce IP laws across all EU countries
  8. In India, which law governs patent protection?
    - a. The Copyright Act, 1957
    - b. The Intellectual Property Protection Act, 1999
    - c. The Patents Act, 1970 (Amended in 2005)
    - d. The Innovation and Invention Act, 2001
  9. Under Indian patent law, which of the following statements is true about software patents?
    - a. All software can be patented freely
    - b. Software is never patentable under any condition
    - c. Patents are granted to mobile apps only
    - d. Only software combined with hardware is eligible for patent protection
  10. What is the duration of trademark protection in India?
    - a. 5 years (non-renewable)
    - b. 10 years (renewable indefinitely)
    - c. 15 years (renewable once)
    - d. 20 years (non-renewable)
  11. Which international treaty ensures that well-known trademarks like Coca-Cola and McDonald's are given special protection in India?
    - a. Hague Agreement
    - b. Berne Convention
    - c. Madrid Protocol
    - d. TRIPS Agreement
  12. Under the automatic route, an eligible borrower can raise up to how much ECB per financial year without RBI approval?
    - a. USD 500 million
    - b. USD 750 million
    - c. USD 1 billion
    - d. USD 250 million
  13. Which type of office abroad is not allowed to undertake any commercial or revenue-generating activities?
    - a. Branch Office
    - b. Project Office

- c. Representative (Liaison) Office
- d. Wholly Owned Subsidiary

14. Which act provides the primary framework for protecting wildlife in India?
- a. Environmental Protection Act
  - b. Customs Act
  - c. Wildlife Protection Act, 1972
  - d. Biological Diversity Act

**Q:2** What are the various modes of entry into international markets? Provide a brief explanation of each. **(14)**

**OR**

**Q:2** Define customs valuation and explain the various approaches used in determining the value of imported goods. **(14)**

**Q:3** Explain in detail the aspects of contract enforcement. **(14)**

**OR**

**Q:3** How are disputes in international trade typically settled? **(14)**

**Q:4** Mention the major laws governing E-Commerce and explain each in brief. **(14)**

**OR**

**Q:4** Explain in detail the IT Act of India. **(14)**

Case Study

**Q:5** In 2012, Tata Global Beverages and Starbucks Coffee Company formed a 50:50 joint venture named Tata Starbucks Private Limited to operate Starbucks outlets across India. This partnership marked Starbucks' entry into the Indian market, leveraging Tata's deep understanding of the Indian business environment and established infrastructure.

Under the agreement:

- Tata provided local sourcing of high-quality Arabica coffee beans.
- Starbucks brought its global brand, expertise in coffee retailing, and international best practices.

This joint venture allowed both companies to achieve mutual goals:

- Tata strengthened its beverage business and gained exposure to global coffee retailing standards.
- Starbucks gained easier access to the Indian market, which is complex due to cultural diversity, regulatory norms, and a competitive landscape.

As of now, Tata Starbucks operates hundreds of outlets in major Indian cities and has expanded into smaller cities, reflecting the growing coffee culture in India.

Answer the following questions based on the information provided.

- (i) What were the strategic reasons behind Starbucks entering into a joint venture with Tata Global Beverages rather than entering the Indian market independently? **03**
- (ii) How does regulatory compliance under Indian laws such as FEMA play a role in structuring joint ventures with foreign entities? **04**
- (iii) Can the success of Tata Starbucks be replicated in other sectors through joint ventures in India? Give examples or counterexamples. **07**