

Seat No. : _____

N16-110

November-2014

B.B.A., (Sem.-V)

CC-305 : International Business

Time : 3 Hours]

[Max. Marks : 70

Instruction : Figures to the right indicate marks.

1. (a) Explain the principles of International law in detail. **7**

OR

Discuss the reasons for doing International Business in detail.

- (b) What is “International Political System” ? And explain in detail types of governments based upon economic system. **7**

OR

Discuss in detail “new trade theory”.

2. (a) Explain the difference between fixed and floating exchange rates. **7**

OR

Write short notes on :

- (i) Market Potential Index
(ii) Global Political Risk Index.
- (b) Discuss with suitable examples “International Product life cycle”. **7**

OR

Write short notes on :

- (i) Consignment sales
(ii) Open account

3. (a) Explain in detail investment modes of business expansion. 7

OR

Explain in detail trade related modes of business expansion.

- (b) Write short notes on : 7

- (i) International Franchising
- (ii) Turnkey projects

OR

Explain the concept and features of “Contractual Agreements”.

4. (a) What is Importer-Exporter Code Number (IEC) ? State its features. 7

OR

Write short notes on :

- (i) Guaranteed Remittance form.
- (ii) Bill of Lading.

- (b) Explain in detail “Preshipment Inspection” procedure. 7

OR

Give the meaning of “Letter of Credit” and explain who are the parties to it.

5. Do as directed : (Any 14) 14

- (1) Define “Globalisation”.
- (2) International management includes management of cosmopolitan human resource around the world. (True /False)
- (3) What is Embargo ?
- (4) _____ form of cultural orientation is an act of exhibiting same cultural orientation towards different cultural groups.
 - (a) ERPG
 - (b) Simplification
 - (c) Parochialism

- (5) Foreign Direct Investment (FDI) Index is measured by _____ global management consultancy firm.
- (a) Eurasia Group
 - (b) MSU-IBC group
 - (c) A.T.Kearny
- (6) Global Political Risk Index measures the capacity of the nation to withstand political, economic and security related risks. (True / False)
- (7) What is a “Non Recoverable Letter of Credit” ?
- (8) Star Alliance is the worlds’ largest alliance in the field of airlines industry is an excellent example of _____.
- (a) Joint venture
 - (b) Wholly owned subsidiary
 - (c) Strategic alliance
- (9) _____ form of expansion mode is beneficial to the manufacturers of low income countries as they can reduce the cost of acquiring and installation of machinery and equipments.
- (a) International leasing
 - (b) International marketing
 - (c) Piggy backing
- (10) _____ types of expansion modes are used during initial state of International Business.
- (a) Trade related
 - (b) Contractual
 - (c) Investment
- (11) What is “International Licensing” ?
- (12) Overseas assembling mode of international business expansion is adopted if there is no import restrictions, high tariff and high freight. (True / False)

- (13) The validity of Registration won membership certificate issued by Export Promotion Council is of _____ years.
- (a) 10
 - (b) 5
 - (c) 3
- (14) Mates receipt is issued by the captain of the ship when cargo is cleared by the custom authority and is handed over to the shipping company for goods loaded on the board. (True / False)
- (15) What is “Performa Invoice” ?
- (16) The main purpose of consular invoice is to collect accurate and authentic information about the goods its volume, source of country etc. (True / False).
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