Seat No. : _______________

NE-110

December-2015

B.B.A., Sem. V

CC-305 : International Business

Time : 3 Hours] **[Max. Marks : 70**

Instructions : (1) **All** questions are compulsory.

(2) **All** questions carry equal marks.

1. (a) Discuss the various factors affecting globalisation. **7**

OR

Write a note on Cultural Orientation in International Business.

(b) Explain : **7**

(i) Embargo

(ii) Sanction

(iii) International Marketing

OR

Discuss the "New Trade Theory".

2. (a) Write a note on fixed and floating exchange rate system. **7**

OR

What do you understand by Global Competitiveness Index (GCI) ? Explain in detail.

(b) Describe the concept of International Product Life Cycle. **7**

OR

Discuss the various tools for country selection in International Business except GCI.

3. (a) Describe "Exporting" – as a market entry strategy of entering into international market. **7**

OR

Describe "Joint Venture" - as a market entry strategy of entering into international market.

(b) Briefly discuss the "Trade Related Modes" of business expansion in international markets. **7**

OR

Briefly discuss the "Contractual Modes" of business expansion in international markets.

4. Explain the following : (Any **four**) **14**

(i) Certificate of Origin

(ii) Shipping Bill

(iii) Bill of Lading

(iv) Types of Inspection

(v) Letter of Credit

(vi) Bill of Exchange

(vii) Generalized System of Preference (GSP) Certificate of Origin

(viii) Import Export Code Number

5. State whether the following statements are **true** or **false** : **14**

(1) As per product life cycle theory, during the product life cycle an exporter country of a particular product can become an importer country after some time for the same product from another location.

(2) Market seeking motives are not important reasons for international business expansion.

(3) Exports of goods and services by a firm to a foreign-based buyer (importer) or from a seller (exporter) is called International Management.

(4) If the cost per unit of output depends upon the size of the industry, it is referred to as internal economies of scale.

(5) Under the "Piggybacking" arrangement, the exporting firm is termed as "Carrier".

(6) Dispute settlement mechanisms, legal framework, judiciary system, cordial political relations among nations, political interest in business etc. depend on economic system.

(7) FDI Confidence Index is more relevant for those planning to expand the international business operations through Direct Foreign Investment.

(8) Counter trade is a type of trade arrangement wherein the payment is in the form of reciprocal commitments for other goods or services than an exclusive cash transaction.

(9) Bill of lading is a receipt, a contract and a document.

(10) Under "Process Licensing", the licensee gets the right to use trade-mark/trade-mark names.

(11) When the exporter has agreed to give credit to the foreign buyer, he draws a bill of lading.

(12) SDF is a document which is necessary for taking advantage of the preferential duty.

(13) The "Polycentric" Orientation considers the whole world a single market and attempts to formulate integrated business strategy.

(14) Inquiry is the request made by a prospective exporter.