

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2021- 22 Examination

Semester:5

Subject Code: 06101303

Subject Name: INTERNATIONAL BUSINESS

Date:24/09/2021

Time: 02:00 pm to 04:30pm

Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)****1. Your cultural baggage includes**

- | | |
|----------------------------|--------------------------------|
| a) your values and beliefs | c) your ability to learn |
| b) your age and gender | d) your education and training |

2. A normal reaction often felt by people who deal with people of a different culture is called

- | | |
|---------------------|-------------------|
| a) adjustment shock | c) culture shock |
| b) value shock | d) societal shock |

3. Managers who avoid the use of power are called _____

- | | |
|---------------------------|------------------------|
| a) participative managers | c) autocratic managers |
| b) low-key managers | d) free-rein managers |

4. WTO, IMF, World Bank, and United Nations are

- | | |
|------------------------|--------------------------------|
| a) Globalization | c) Globalization of Production |
| b) Global Institutions | d) Factors of Production |

5. Maintains order in the international monetary system. Assists with last resort nation-states whose economies are in turmoil or their currencies lose value.

- | | |
|--------------------------------|-----------------------------|
| a) Globalization of Production | c) Multinational Enterprise |
| b) International Monetary Fund | d) United Nations |

B).Define the following. (Each of 1 mark) (05)

1. Letter of Credit
2. Joint Ventures
3. Describe economy of scale.
- 4.Revocable & irrevocable letter of credit.
5. Market Potential Index

C).Direct questions. (Each of 1 mark) (05)

1. What Is New Trade Theory?
2. Define IPLC with diagram.
3. What does GPRI measure?
4. Elaborate the international marketing concept.
5. Describe the benefits of employing a contract manufacturer (CM).

Q.2 Answer the following questions.

- A) There are seven factors that have contributed to the increased growth in globalization in recent decades. List all of the seven factors, choose four of them that seem most important to you and give an example of each. (07)**
- B) Describe briefly the different methods of foreign market entry. (08)**

Q.3 Answer the following questions.

- A) I am an exporter in Delhi; I make sales of leather goods to my customer in Milan. Can this be called as direct selling in exporting? Explain the advantages and disadvantages of the same. (07)**

B) Compare and Contrast: Advance Payment and Open Account modes of payment in International Trade (08)

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. Review the general problems encountered when building market entry strategies for agricultural commodities. Give examples.

2. You have to start your business, and you plan to export your goods. What will be the export procedure that you will follow?

3. In one word give your basic impression or image of the following people:

- a) English people.....
- b) Africans.....
- c) Indians (Asians).....
- d) Japanese.....
- e) Americans.....
- f) Italians.....
- g) Russians.....
- h) Arabs.....

Based on your cultural orientation/ observation or impression answer the following question. Which of these people do you think you would most like to do business with and why?

4. Dominos Pizza, Starbucks and McDonald's Restaurants are examples of which mode of entry into international markets? Explain in detail.