

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2022-23 Examination

Semester: 5
Subject Code:06101303
Subject Name: INTERNATIONAL BUSINESS

Date: 20/03/2023
Time: 2.00pm to 4.30pm
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.**Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

1. Fixed Exchange Rate System is also known as pegged exchange rate system
 - a) True
 - b) cannot say
 - c) False
 - d) none of above
- 2 _____ is a remittance of payment of goods before the exporter ships the goods.
 - a) (Letter of Credit)
 - b) Advance Payment
 - c) Consignment Sales
 - d) none of above
- 3 The Global competitive Index (GCI) is prepared by the World bank
 - a) true
 - b) False
 - c) cannot say
 - d) none of above
- 4 FDI Confidence Index is measured and published by _____.
 - a) WTO,
 - b) , A. T. Kearny
 - c) the World Economic Forum
 - d) none of above
- 5 In the first stage of IPLC, product is initially manufactured in the _____ country
 - a) developed,
 - b) developing,
 - c) least developed
 - d) none of above

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

1. International Business
2. Globalization
3. New trade theory
4. Piggy Backing
5. Licensing

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

1. What is Market Potential Index
2. Name the documents used in exporting before shipment
3. What is direct and indirect exporting strategies
4. State various investment related modes into international market
5. Define Consignment sales and open account as mode of payment in International Trade

Q.2 Answer the following questions.**A). Discuss with suitable examples International product Life cycle.****(07)****B). Explain the difference between fixed and floating exchange rates****(08)****Q.3 Answer the following questions.****A). What is "International Political System" ? And explain in detail types of government based upon economic****(07)****B). Explain the principles of International law in detail****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. What is Importer-Exporter Code Number (IEC) ? State its feature
2. Give the meaning of "Letter of Credit" and explain who are the parties to it
3. Explain the concept and features of "Contractual Agreements".
4. Explain in detail investment modes of business expansion.

