

**PARULUNIVERSIY**  
**FACULTY OF MANAGEMENT STUDIES**  
**BBA Winter 2023-24 Examination**

**Semester – 05**  
**Subject Code: 06101303**  
**Subject Name: International Business.**

**Date: 11/10/2023**  
**Time: 10:30 am to 01:00 pm**  
**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.

	<b>CO</b>	<b>PO</b>	<b>BTL</b>
<b>Q. 1 Do as Directed.</b>			
<b>A) Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)</b>			
1 Which economic system is based on public ownership of property and social welfare?	1	2	2
a) Socialist economy			
b) Mixed economy			
c) Capitalist economy			
d) None of the above			
2 Trade between m-o countries can be useful if cost ratios of goods are:	2	1	3
a) Undetermined			
b) Decreasing			
c) Equal			
d) Different			
3 During the introduction stage of the PLC sales grow slowly, and:	2	4	4
a) competition becomes tough			
b) more investors are needed			
c) profit is minimal			
d) salespeople are brought to push the			
4 All of the following are actual modes of market-entry EXCEPT:	1	3	2
a) Licensing			
b) Standardization			
c) Franchising			
d) Exporting			
5 Conservation of the foreign exchange resources is the main objective of	3	3	1
a) Exchange control Regulations			
b) EXIM policy			
p) Economic policy			
§) Fiscal Policy			
<b>B) Define the following. (Each of 1 mark) (05)</b>			
1. Balance of Payment.	4	1	1
2. Monetary policy.	4	1	1
3. Market Potential Index.	2	1	1
4. FDI.	1	1	1
5. Embargo.	1	1	1
<b>C) Direct questions. (Each of 1 mark) (05)</b>			
1. What is irrecoverable letter of credit?	3	3	2
2. What is the aim of international law?	3	4	2
3. What is contractual agreement?	3	5	2
4. What is Globalization?	1	2	2
5. What is political economy?	1	2	2
<b>Q.2 Answer the following questions.</b>			
A) Discuss various factors influencing globalization.	(07)	1	4 4
B) Explain various stages of international product life cycle.	(08)	3	5 3
<b>Q.3 Answer the following questions.</b>			
A) Discuss different market expansion strategy.	(07)	2	2,4 5
B) Write short note on - Fixed and Floating exchange rate.	(08)	4	2 3
<b>Q.4 Attempt any two questions. (Each of 7.5 mark) (15)</b>			
1. How does culture affect intranational business?	4	5	5
2. Discuss various payments methods of international business.	2	3	6
3. Write short note on — <u>Export Procedure</u> .	3	4	3
4. Write short note on — <u>Import Procedure</u> .	1	4	3