

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter, 2019 Examinations

Semester: 5
Subject Code: 06101303
Subject Name: International Business

Date: 23/11/2019
Time: 10:30am to 01:00pm
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. To decrease per unit cost through mass production and marketing is called

a) An international product life cycle	c) Competitive advantage
b) Economies of scale	d) none of the above
- 2 Which is the most well-known and widely used mode or method of payment in international

a) Consignment Sales	c)Advanced Payment
b)Open Account	d)Letter of Credit
- 3.....is a type of trade arrangement wherein the payment is in form of reciprocal

a) Countertrade	c) E- channels
b) Piggybacking	d) Export
- 4 How many digits does the importer –exporter code (IEC) number contain

a) Ten digits	c) Eleven digits
b) Eight digits	d) Nine digits
- 5.....show the cyclical pattern of products manufacturing locations and sales in the international business.

a) Global Political Risk Index	c) Globalization Competitive Index
b) International product life cycle	d) FDI Confidence Index

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

1. GCI
2. Sight Draft
3. IPLC
4. Totalitarianism
5. Consortia

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

1. What are International joint ventures (IJVs)
2. Explain the term Turnkey Project
3. Describe Certificate of Origin
4. Define Airway Bill (AWB)
5. What are trade sanctions?

Q.2 Answer the following questions.**A).What is cultural orientation in International Business? Explain EPRG Approach.****(07)****B).State major forms of contractual mode for international business expansion. Discuss any two.****(08)****Q.3 Answer the following questions.****A).What is Letter of Credit? Differentiate between recoverable and non recoverable Letter of Credit.****(07)**

Write short note on:

- B).**
- a) Bill of Lading
 - b) New trade theory
 - c) International Franchising

(08)

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

(15)

1. Explain concept 'export-import procedure'. Enlist steps involved in export –import procedure. Mention any ten documents necessary for import –export procedure.
2. Do you agree with the statement? "Market entry strategies for international business and international business expansion modes are closely related with each other".
3. "The globalization processes have been restricted due to several reasons." Do you agree? Put reasons to your opinion.
4. "A new product's production and marketing operations are affected during its life" Justify the statement with IPLC Concept.