

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2019 - 20 Examination

Semester: 5

Subject Code: 06101338

Subject Name: Advanced International Business - I

Date: 05/12/2019

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.

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

1. Which out of the following is the mode of Entry?

a) Licensing	c) International Joint Ventures
b) Franchising	d) All of the above.
2. Which is not one of the issue in foreign investments analysis

a) Consignment Sales issue	c) Inflation issue
b) Tax issue	d) Political issue
3. What are the International Business Environment from the following?

a) Cultural.	c) Both.
b) Political.	d) None of above.
4. Which account is used for computing balance of payment

a) Current account	c) Capital account
b) Reserve account	d) All of the above
5. Full form of UNCTAD.

a) United Nations Conference on Trade	c) Union National Conference and Trade.
b) United Nations Contract and Tariff.	d) Union National Contract and Trade.

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

1. Strategic Alliance
2. Capital Account
3. International Business
4. UNCTAD
5. IMF

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

1. Elaborate the Labor Issues.
2. Significance of Balance of Payment
3. What is the meaning of Cultural Environment?
4. Define International Licensing.
5. What is Deficits and Surplus

Q.2. Answer the following questions.**A) Explain modes of entry into International Business.****(07)****B) Write issues in Foreign Investments in detail.****(08)****Q.3. Answer the following questions.****A) Explain the nature, importance and scope of International Business.****(07)****B) Explain the legal and economic environment in International Business.****(08)****Q.4. Attempt any two questions. (Each of 7.5 mark)****(15)**

- 1) "Analyzing international business environment is based on a designed framework". Explain.
- 2) "Establishment of WTO helps the volume of international trade to grow". Justify the statement.
- 3) "The globalization processes have been restricted due to several reasons." Do you agree?
- 4) "Licensing and franchising strategy allows another person or business assume the risk on behalf of the company" Justify the statement.