

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2018 - 19 Examination**

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

**Date: 24/10/2018**  
**Time: 2:00 pm to 4:30 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. Identify a factor that doesn't play an important role in attracting FDI
 

a) Language	c) Cost of resources
b) Laws, rules and regulations	d) Cost
2. Theory of Mercantilism propagates
 

a) Encourage imports and exports	c) Discourage imports
b) Encourage exports and discourage imports	d) None of these
3. The country that attracts the largest FDI inflow is
 

a) India	c) USA
b) China	d) Brazil
4. Key controllable factors in global marketing are
 

a) Government policy and legislation	c) Marketing activities and plans
b) Social and technical changes	d) All of the above
5. \_\_\_\_\_ is the first step in Internationalization process
 

a) Export	c) License
b) Sales	d) Foreign investment

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

1. Turnkey Projects
2. GCI
3. Letter of credit
4. Transnational Companies
5. Strategic Alliance

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

1. What is economies of scale?
2. What is International Trade?
3. Write any two benefits of Globalization?
4. What is global competitiveness?
5. What is comparative advantage?

**Q.2 Answer the following questions.**

- a). Explain in detail "investment modes" for business expansion. (07)
- b). Explain the principles of International law. (08)

**Q.3 Answer the following questions.**

- a). Define "International Business" and discuss the reasons for doing international business. (07)
- b). Describe "Exporting"- as a market entry strategy of entering in to international market. (08)

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

1. In view of the rapid strides in the field of information and communication technology and intensifying market competition, critically examine the relevance of the international product life cycle theory.
2. What is a joint venture? Why do the firms prefer joint venture to go global?
3. Select any Indian company that has made international acquisitions. Critically evaluate the reasons for such acquisitions and their business implications.
4. Explain strategy for selecting international business expansion mode.