

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2018 - 19 Examination

Semester: 5
Subject Code: 06101338
Subject Name: Advance International Business-I

Date: 17/05/2019
Time: 02:00 pm to 04:30 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. Which of the following is not an export ?

a) Sales of cars abroad	c) Sales of financial services overseas
b) Purchase of foreign components	d) students from abroad studying in your country
2. WTO officially commenced its operations on

a) 1 february 1995	c) 1 march 1995
b) 1 january 1995	d) 1 april 1995
3. FDI stands for

a) Foreign Direct Intervention	c) Foreign Direct Intermediation
b) Foreign Domestic Investment	d) Foreign Direct Investment
4. Balance of Payment of a country includes

a) Current account	c) Monetary account
b) Capital account	d) All of the above
5. The process of integration of various economies of the world is

a) Liberalization	c) Joint venture
b) Globalization	d) Franchising

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

1. Strategic Alliance
2. Geocentric Approach
3. Capital account
4. Merger
5. Trade Barriers

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

1. Write the full form of UNCTAD
2. State joint venture as the mode of entry into the international business .
3. What is PESTEL?
4. What is Legal environment ?
5. What is meant by Technology transfer ?

Q.2 Answer the following questions.

- A).** What is Political Environment ? How does it affect the international business ? (07)
- B).** What is current account ? Explain the different components in the current account . (08)

Q.3 Answer the following questions.

- A).** Discuss the various modes of entry into the international business (07)
- B).** Write short note on IMF as an international organization. (08)

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

(15)

1. Explain the scope and importance of international business
2. Elaborate on the functions and objectives of WTO .
3. What is meant by Balance Of Payment ? What are the methods of correcting the disequilibrium in the Balance of Payment ?
4. “The international business environment is influenced by various factors” .State the various environmental factors that come in the way of operating in the international market.