

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2017 - 18 Examination

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

Date: 06/06/2018
Time: 10:30am to 1:00pm
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. Which of the following is not one of the forces in Porter's Five Forces Model?
a) Buyers
b) Suppliers
c) Complementary products
d) Industry rivalry
2. Comparative cost theory is given by-
a) Adam Smith
b) David Ricardo
c) Haberler
d) Ohlin
3. Select example of Indian multinational company-
a) Tata
b) Videocon
c) Cargill
d) Tesco
4. Absolute cost advantage theory is given by-
a) David Ricardo
b) Taylor
c) Adam Smith
d) Heckscher-Ohlin
5. Which is not a Indian multinational company-
a) Asian Paints
b) Piramal
c) Wipro
d) Unilever

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

1. WTO
2. IMF
3. Non-tariff trade barriers
4. Open account
5. FDI

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

1. What is strategic alliance?
2. What is Balance of Trade?
3. What is advance payment?
4. What is floating exchange rate system?
5. Explain globalization.

Q.2 Answer the following questions.

- A) Explain International Product Life Cycle theory with diagram and example. (07)
- B) Discuss international business environment in detail. (08)

Q.3 Answer the following questions.

- A) What are the positive and negative impacts of FDI on Indian economy? (07)
- B) What is cultural orientation in International Business? Explain EPRG approach. (08)

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

1. Explain exchange rate system. Write about different payment methods in international business.
2. Detail the export-import procedure followed by a company.
3. Write in detail the different strategies to enter a foreign market.
4. Explain different trade barriers adopted by various countries.